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# BROADCASTING TELECASTING

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Page 31

TELECASTING
Starts on Page 137

21ST Newsweekly Radio and Year

3 SPOTS

ON WLEE PRODUCE

120% GREATER RESULTS!

The owner of the largest book store in Richmond recently put WLEE to a tough test. He took just *three* spot announcements, and set a quota that would pay off. *Actual responses were 120% greater than the quota!* He immediately signed a 52-week contract on WLEE.

Richmond merchants get fast, low-cost results like this from WLEE every week in the year. More and more national advertisers are following their lead. If WLEE isn't on *your* Richmond schedule, get your Forjoe man to tell you what WLEE can do for *you*.

WLEE

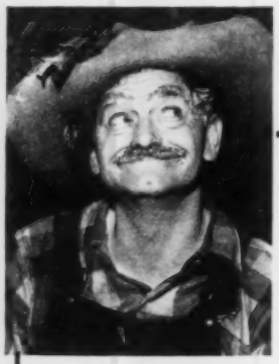
MUTUAL IN RICHMOND

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

# "The Old Kentucky Barn Dance"

## WHAS, Friday Night 7:30-8:30

A *good* old-fashioned barn dance is the proven way to reach the vast audience served by WHAS in Kentucky and Southern Indiana . . . a market where more than 4 out of 5 families live in non-metropolitan areas. Here's an opportunity to sell your product on Friday night . . . the night *before* they do their buying.



Sixty minutes of rustic entertainment featuring such popular WHAS personalities as Randy Atcher, Tom "Cactus" Brooks, Janie Workman, Bob Fisher, The House Sisters and The Red River Ramblers . . . another example of "Quality of WHAS Programming".

**50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES**

*The only radio station serving and selling all of the rich Kentuckiana Market*

CBS

**WHAS**

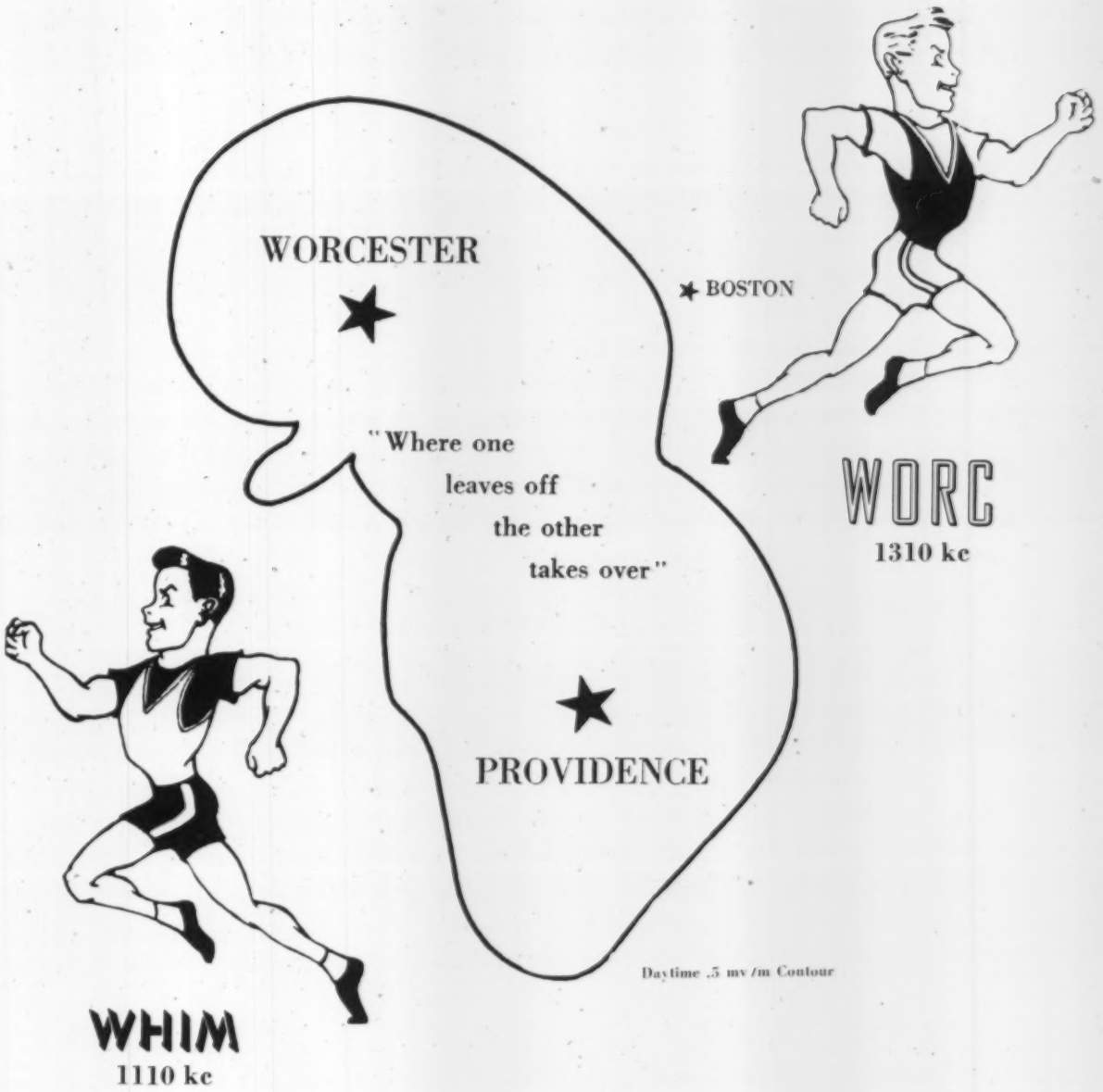
INCORPORATED • ESTABLISHED 1922

*Louisville 2, Kentucky*

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

# a tale of two cities




**WORC**
**1310 kc**

**WHIM**
**1110 kc**

**HEADLEY-REED SALESMEN in 8 offices all over the U.S.A. have the complete story on the *primary* coverage of two great markets by two great stations.**

HOLLYWOOD • PHILADELPHIA • DETROIT • SAN FRANCISCO
NEW YORK • CHICAGO • ATLANTA

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XUM

*On its 25th*

# ANNIVERSARY

we wish to express appreciation to the

## NATIONAL BROADCASTING COMPANY

*for* the great contribution it has made to the radio broadcasting and television industries . . .

*for* the great service it has rendered to radio listeners and television viewers throughout the world

**WDEL** AM FM TV
Wilmington, Delaware

**WGAL** AM FM TV
Lancaster, Pennsylvania

**WKBO**
Harrisburg, Pennsylvania

**WRAW**
Reading, Pennsylvania

**WORK**
York, Pennsylvania

**WEST**
Easton, Pennsylvania

Steinman Stations • Clair R. McCollough, Gen. Mgr.

CBS AFFILIATES

NBC TV AFFILIATES

*Represented by*
**ROBERT MEEKER ASSOCIATES** Chicago • Los Angeles • San Francisco • New York

# at deadline

## CLOSED CIRCUIT

WHEN FCC finally approves new multiple ownership rules establishing seven fulltime AM stations as maximum ownership by single entity, CBS will be forced to divest itself of equivalent of about one-half of one station. Network now owns seven AM outlets, plus 45% interest in WTOP Inc. Washington. Other networks are below limit, with NBC owning six and ABC owning five, one of which (WENR Chicago) is half-time. FCC is expected to establish both AM and FM ownership limits at seven (present FM limit is six) and TV at five fulltime operations.

THERE'S SPECULATION in trade circles as to ultimate new name of Thomas S. Lee Enterprises Inc., which, by virtue of merger with WOR operations subject to FCC approval, will encompass Don Lee, Yankee and WOR divisions, in addition to control (58%) of Mutual (see story on page 29). Though it's by no means decided, best guess is General Broadcasting, tieing in with General Tire & Rubber Co.

APPOINTMENT of Cunningham & Walsh, N. Y., to handle radio and television advertising of Pan American Coffee Bureau to be made this week. Annual budget for broadcast media reported in neighborhood of $600,000.

IT'S NOW LEARNED that there were definite plans by Luce magazines *(Time, Life, Fortune)* to acquire VHF TV station in Tiajuana, Mexico, designed to serve San Diego area. Plan was dropped, it's understood, when Henry Luce learned that U. S. government frowned upon operation of "border" stations by U. S. citizens.

WHETHER 50-kw WINS New York is sold to Elliott Roosevelt and his associates will be determined when James D. Shouse, chairman of Crosley Broadcasting Corp., which owns station, goes to New York Dec. 6 to settle question. Lawyers for Crosley and Mr. Roosevelt have been dickering, but no firm bid has been made. Crosley asking price for WINS is about $600,000.

REAFFIRMATION that Sec. 315 of Communications Act means exactly what it says—that a broadcaster cannot censor political candidates' broadcasts—contained in order FCC will issue this week renewing license of WDSU New Orleans. Station had been on temporary license because of complaint by unsuccessful 1950 mayoralty candidate Alvin A. Cobb that station would not let him on air unless he deleted certain portions of speech which station considered libelous [CLOSED CIRCUIT, Nov. 19]. FCC decision will tell station it was wrong, but extenuating circumstances, including station's adherence to legal advice, miti-

*(Continued on page 6)*

## CIO COMMITTEE BUYING ELECTION-EVE TIME

CIO Political Action Committee, planning extensive use of radio and TV in 1952 elections, has already reserved election-eve hour on one radio network next Nov. 11 and is negotiating for others.

Committee planning series of transcriptions for placement by local committees on either paid or free time as particular situations indicate. This follows 1948 procedure.

Now in works is plan for series of 13 films for local committees to place on TV stations. Material will be non-political, according to national CIO officials, covering broad issues rather than candidates.

## TWO CBS SHOWS BENEFIT MOVIE RELIEF FUND

IN WHAT was described as "one of the most important radio programming deals in recent years," CBS Radio will replace veteran half-hour *Screen Guild Players* with two half-hour programs weekly—dramatizations of motion pictures and featuring top movie stars—in behalf of Motion Picture Relief Fund.

Howard S. Meighan, CBS Radio president, and Jean Hersholt, Motion Picture Relief Fund president, announcing plans today (Monday). New programs will be presented Thursdays, 9:30-10:30 p.m., starting Dec. 13. Under agreement, which followed series of meetings between Mr. Meighan and Mr. Hersholt, motion picture studios will donate stories and stars will appear without charge, CBS Radio paying their fees to relief fund. No sponsors yet set. In negotiations Mr. Hersholt also represented Screen Actors Guild.

## W. ALBERT LEE

W. ALBERT LEE, owner of KLEE Houston, died Friday in Houston. It was understood he had been in ill health for some time. His interests included a group of motels and laundries. Two years ago Mr. Lee sold KLEE-TV Houston to KPRC for $740,000. KLEE has been managed by Cal Perley, formerly of Liberty Network.

## BUSINESS BRIEFLY

AGENCY NAMED ● Advertising Committee of Norwegian Canning Industry names McCann-Erickson, N. Y., as agency for Norwegian sardines, effective Jan. 1.

NEWS PACT ● Credit Union Assn. of Madison, Wis., to sponsor Gabriel Heatter news on MBS, Tues., 7:30-7:45 p.m. (EST), starting Jan. 1. Agency, J. Walter Thompson Co., Chicago.

DUNHILL VIDEO ● Philip Morris & Co., N. Y. (Dunhill cigarettes), expected to increase TV budget, using spots. Two markets to be added each month until schedule totals about 60 TV outlets. Agency, Biow Co., N. Y.

GLASS SPONSOR ● Owens-Corning Fiberglas Corp., Toledo, to sponsor 1:45-2 p.m. Tuesday segment of CBS TV *Garry Moore Show* on first and third Tuesdays of January and then weekly for 13 weeks starting Feb. 5. Contract puts 20-quarter-hour series on sold-out basis. Agency, Fuller & Smith & Ross, N. Y.

PLANS RADIO-TV ● Heet Division of Demert & Dougherty, Chicago, planning radio and TV spots in new campaign with 50% higher budget. All-media drive to promote two new products, Ice Breaker (windshield de-icer) and Cleeron (plastic spray for ignition systems and chrome surfaces). Agency, Ruthrauff & Ryan, Chicago.

RESIGN VITAMIN ACCOUNT ● Harry B. Cohen Adv. Co., N. Y., announced Friday that it has resigned the account of Vitamin Corp. of America, Newark (Rybutol, Juvenal and Vyons).

PHILLIPS ONE-SHOT ● Ceremonies marking presentation of Chemical Engineering Achievement Award for 1951 to be broadcast over MBS Wednesday, 10:30-11 p.m., under sponsorship of Phillips Petroleum Co., Bartlesville, Okla., through Lambert & Feasley, N. Y. Award—11th in 18 years—being presented to Phillips Co. for chemical engineering.

## NCAA Denies WHAS-TV Blackout Appeal

LIFTING of football telecasting blackout in Louisville for coverage of Tennessee-Kentucky game at Lexington, Ky., Nov. 24, appeared forlorn hope late Friday as National Collegiate Athletic Assn. announced it would not change position despite protests from high official sources (see story, page 140).

Talk of triple damage suits against NCAA heard Friday as Dept. of Justice sent third warning that it considers college TV ban in restraint of trade.

Victor A. Sholis, WHAS-AM-TV general manager, informed two universities and NCAA Friday that station would carry game without profit and would turn over proceeds to two institutions to set up "educational scholarships."

Edwin S. Reynolds, director of NCAA television program, sent five-page telegram of explanation to Gov. Lawrence Wetherby, of Kentucky. Message also signed by Ralph Furey, of Columbia U., co-chairman with Mr. Reynolds.

Standing firm on their "blackout," they said, in part, "this one-year experimental program actually was designed not to ban television but to discover a method equitable alike to all colleges, the networks, and the general public to produce more football on television."

Remarking that without experimental program this year same people who were objecting to "blackout" in Lexington would have seen considerably less football on TV than they had,

*(Continued on page 178)*

for more AT DEADLINE turn page ➧

# at deadline

## HEARST RADIO NAMES CAMPBELL, WILKES

VICTOR F. CAMPBELL named program director of Hearst Radio Inc. and Arnold Wilkes named public affairs and educational director (see WBAL-Hearst Radio story page 30). They will have responsibility of maintaining unified program schedule for Hearst stations and act as direct assistants to D. L. (Tony) Provost, Hearst Radio vice president.

Appointments do not interfere with local program control by stations, Mr. Provost said, but are designed to maintain programming continuity in public interest at all stations in group. Mr. Campbell also to set up radio and TV syndication service operated by Hearst Radio, using WBAL and WBAL-TV programs as nucleus.

## RCA PROMOTES WOLFF, EWING, THREE OTHERS

DR. IRVING WOLFF, former director of radio tube research for RCA Labs, has been named director of research of this division of RCA. Specialist in UHF and pioneer in radar, Dr. Wolff joined RCA research staff in 1928. In 1934 he began experiments in radio reflection which proved basic to radar development. Dr. E. W. Engstrom, vice president in charge of RCA Labs division, also announced appointment of Dr. D. H. Ewing, former director of development for U. S. government's air navigation board, as director of research services. Dr. Ewing was previously manager of advanced development for engineering products department of RCA Victor division.

Dr. Engstrom also made these promotions in Labs staff: E. W. Herold, director of radio tube research lab; G. H. Brown, director of systems research lab; R. S. Holmes, director of contract research lab. He announced formation of research planning committee comprising Dr. V. K. Zworykin, vice president and technical consultant, chairman; Dr. Wolff; L. P. Smith, consultant, physical research lab; C. D. Tuska, director of patent department; Dr. Ewing.

## PICADILLY TAKES TV

TELEVISION chosen for first advertising by newly formed Picadilly Tobacco Co., New York, when company signed for 13 weeks over DuMont's WABD (TV) New York, starting yesterday (Sunday). Tobacco company will sponsor weekly half-hour of *Story Theatre*, TV film series produced by Ziv Television Programs Inc., N. Y., which dramatizes works of great authors. Company does not plan further radio or television programming at present, according to spokesman for Picadilly agency, Hilton & Riggio, N. Y.

## ALLEN SUCCEEDS GRAY

DR. RAYMOND B. ALLEN, president of U. of Washington, appointed late Friday by President Truman to succeed Gordon Gray as director of Psychological Strategy Board (early story page 160). Mr. Gray, onetime Secretary of the Army, resigned to resume his presidency of U. of North Carolina. Dr. Allen had been chairman of Salary Stabilization Board, with Judge Justin Miller, NARTB board chairman, succeeding to SSB post after his resignation. Mr. Gray will continue as consultant to PSB. President Truman hailed him as "a true and tried public servant."

## In this Issue—


A special report on NBC's 25th anniversary begins on *Page 59*. Also see editorial. *Page 28*.

The NBC economic plan and new network rate concept will be the chief topics of discussion this week when NBC affiliates hold their fifth annual convention at Boca Raton, Fla. *Page 27*.

CBS Radio says network rate re-evaluation now is "premature." *Page 29*.

National advertisers are spending their budget left-overs in radio and television. The extra buys add up to a sizable windfall. *Page 27*.

Are Mutual's days as a cooperatively-owned operation numbered? Merger of General Tire and Macy stations provokes question. *Page 29*.

More than half the TV stations favor adoption of the telecasting code. But some of these want modifications, and others think the whole thing should be scrapped. *Page 139*.

If telecasters adopt a code with a club in it, will radio broadcasters have to follow suit? *Page 31*.

NARTB's combined board of directors meet in Washington Dec. 5-7 to plan revised membership setup, and the television board will grapple with the code. *Page 37*.

Through thick and thin, a syrup manufacturer has stuck to radio. A success story. *Page 32*.

Despite charges of commercialism in college sports and a request from the U. of Pennsylvania for removal of anti-television restrictions, the National Collegiate Athletic Assn. sticks by its guns. *Page 140*.

Radio-Television Mfrs. Assn. is planning grass-roots cooperation between sports and broadcasting. *Page 36*.

IN REVIEW—*See It Now*, the distinguished television entry of Edward R. Murrow on CBS-TV. *Page 34*.

Federal Communications Bar Assn. issues results of its six-month study of how to thaw the TV freeze. *Page 139*.

Defense pinch will be felt more sharply in radio-TV set production. *Page 52*.

Pre-hearing conference attempts to arrange timetable for FCC procedure in ABC-Paramount merger. *Page 35*.

In the remodeled White House, radio-TV facilities will be basic fixtures. *Page 142*.


## *Upcoming*

**Nov. 26-29: Financial Public Relations Assn., annual convention, Hollywood Beach Hotel, Hollywood, Fla.**

**Nov. 28-Dec. 1: Fifth Annual NBC Radio and Television Affiliates Convention, Boca Raton (Fla.) Club and Hotel.**

**Dec. 3: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.**

**Dec. 5-7: NARTB Board of Directors, Washington.**

**(Other Upcomings, page 37)**

## Closed Circuit

*(Continued from page 5)*

gates against drastic denial of license renew... Still unanswered is what position broadcas... should take when adherence to Federal ... runs into culpability under state libel laws.

THOUGH it's not yet in drafting stage, ... major move at NARTB may be in direction of federation, with state associations and p... haps other industry functions coming und... common broadcaster-telecaster banner.

AMERICAN SAFETY RAZOR, N. Y. (Silv... Star), dropping sponsorship of Robert ... Lewis show on CBS-TV, expected to dir... that budget into spot announcement campai... using radio and television. McCann-Erickso... N. Y., is agency.

NEXT important item on agenda of We... inghouse Radio Stations will be decision ... NBC's new economic plan for radio. WE... and NBC have held preliminary sortie ... rates but neither side will reveal details.

CONSIDERATION of satellite TV operation... to cover areas remote from established sta... tions, but unable economically to support the... own transmitters, will be delayed by FC... until after its new allocations plan is forth... coming next February. At that time, it's ex... pected, applications may be filed for such... operations.

BRISTOL-MYERS CO. (Vitalis hair dress... ing) through Doherty, Clifford & Shenfield... N. Y., was in year-end budget meetings la... last week with radio spot campaign reported... being considered.

SHOULD series of one-minute daytime radio... spots show promise, its known Fanny Farmer... Candy, through J. Walter Thompson, ready... to extend test schedule starting in mid-Decem... ber for special two-week Christmas promotion.

## ASK JURISDICTIONAL PACT BETWEEN SAG, SEG AND TVA

AGREEMENT between Screen Actors Guild, ... Screen Extras Guild, and Television Authority ... on jurisdiction in television requested by In... ternational Board of Associated Actors and ... Artistes of America—parent body of entertain... ment groups—in unanimous resolution being ... released today (Monday). Resolution calls for ... creation of committee to seek agreement. In ... announcement, Paul Dullzell, president of 4-A's, ... invited screen guilds to participate, empha... sizing importance of settling jurisdiction with... in field. Invitation called for joint committee ... of representatives of TVA, and component ... branches — Actors Equity, Chorus Equity, ... American Guild of Variety Artists, American ... Federation of Radio Artists, and American ... Guild of Musical Artists—SAG and SEG to ... meet as soon as possible to start arranging ... new jurisdictional agreement.

TVA now has jurisdiction over all live net... work broadcasting, while SAG rules over all ... filmed TV productions.

## 298TH ABC AFFILIATE

KCSU PROVO, Utah became the 298th affiliate ... of ABC radio network Friday. Station is owned ... by Central Utah Broadcasting Co. Inc. and ... operates with 250 w on 1400 kc, fulltime. ... Harold E. Van Wagenen is general manager.

**for more AT DEADLINE see page 178**

*The Bolling Company was conceived and designed from the station's viewpoint. Its first concern is for the stations it represents . . . . This principle pays off for Bolling Stations! Ask them!*

*"The Prestige Station of the Carolinas"*

GREENSBORO, NORTH CAROLINA

25 Years

Serving the Richest

And Most populous

Area in the Southeast

1926-1951

Gilbert M. Hutchison — President

CBS — Affiliate

Represented by Hollingbery

5000 Watts — 1470 KC



# BROADCASTING TELECASTING

**THE NEWSWEEKLY OF RADIO AND TELEVISION**

*Published Weekly by Broadcasting Publications, Inc.*

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**WASHINGTON HEADQUARTERS**

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**NEW YORK BUREAU** 488 Madison Ave., Zone 22. *Plaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Dorothy Munster, William Ruchti, Liz Thackston.

**Bruce Robertson, *Senior Associate Editor.***

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative*

**CHICAGO BUREAU** 360 N. Michigan Ave., Zone 1. *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

**HOLLYWOOD BUREAU** Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

**TORONTO:** 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING *—The News Magazine of the Fifth Estate Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office



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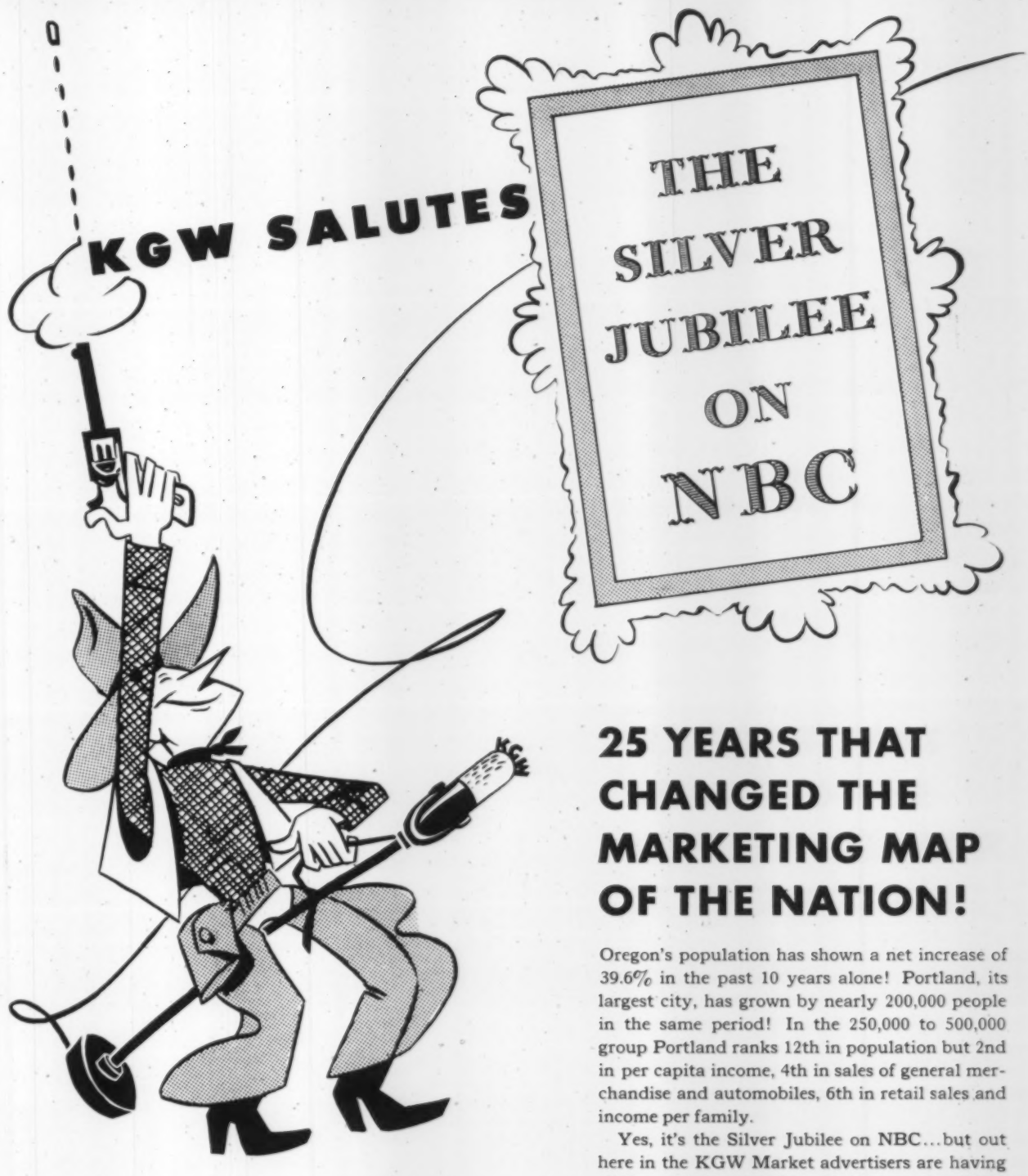
**Subscription rates $7.00 for 52 weekly issues; BROADCASTING or TELECASTING Yearbooks $2.00 each additional if ordered with subscription. Add $1.00 per year for Canadian and foreign postage. Single copy 35¢.**




## 25 YEARS THAT CHANGED THE MARKETING MAP OF THE NATION!

Oregon's population has shown a net increase of 39.6% in the past 10 years alone! Portland, its largest city, has grown by nearly 200,000 people in the same period! In the 250,000 to 500,000 group Portland ranks 12th in population but 2nd in per capita income, 4th in sales of general merchandise and automobiles, 6th in retail sales and income per family.

Yes, it's the Silver Jubilee on NBC...but out here in the KGW Market advertisers are having a Silver Jubilee of their own with the silver filling the cash registers!

# KGW PORTLAND, OREGON

*KGW Affiliated with NBC, March, 1927*

**Represented nationally by EDWARD PETRY AND CO., INC.**

The WISH 17-Point

*Merchandising Service*

**goes to work for you immediately, when you choose WISH.**

The WISH field representatives take your program right TO THE POINT OF SALE. They get first-hand knowledge from customers and retailers themselves, to determine where your products stand. Then, they promote bigger displays, more favorable "play" on your products . . . giving you "double-barreled action" that shows up quickly in your sales figures. No wonder SALES ARE UP IN INDIANAPOLIS.

*"The Station that never out-promises*
**BUT ALWAYS OUT-PERFORMS"**

**WISH**
INDIANAPOLIS
1310 KC.

**WHOT** — South Bend
**WANE** — Fort Wayne
**WHBU** — Anderson

Owned and Operated by
UNIVERSAL BROADCASTING CO. Inc.

*Represented Nationally by The BOLLING COMPANY*


# new business

## *Spot* • • •

MEYERCORD Co., Chicago (decalcomania manufacturers), planning extensive advertising campaign using TV in selected markets. Agency: Buchanan & Co., Chicago.

ROLF PERSONAL LEATHER GOODS, West Bend, Wis., using 20 spots weekly in 50 TV markets for five weeks to promote its billfolds. Agency: Cramer-Krasselt, Milwaukee.

S.O.S. Co., Chicago (Tuffy, new dishwashing aid), launches extensive television spot campaign. Agency: McCann-Erickson Inc., S. F.

## *Network* • • •

KELLOGG Co., Battle Creek, Mich. (Kellogg's Corn Pops, Corn Flakes, Rice Crispies), Dec. 31 increases transcribed *Wild Bill Hickok* series now airing weekly on Sundays on MBS, to three times weekly, Mon., Wed., Fri., 5:30-5:55 p.m. all time zones. Sunday broadcasts will be eliminated. Adventure series will replace transcribed *Clyde Beatty Circus*. New contract is for 39 weeks. Agency: Leo Burnett & Co., Chicago. David Hire Productions is program packager.

NATIONAL BISCUIT Co., N. Y. (Milk Bone, Nabisco Shredded Wheat), Dec. 4 renews Bob Greene's morning newscasts and Sam Hayes' afternoon newscasts on Don Lee network Tues., Thurs., 8:15-8:25 a.m. and 4:45-5 p.m. (PST). Morning segment is aired on 42 Don Lee stations; afternoon, on full Don Lee Network (45 stations) plus 11 Intermountain Network stations and Arizona Network. Contracts for 26 weeks. Agency: McCann-Erickson, N. Y.

VOICE OF PROPHECY Inc., Washington, D. C., renews *Faith For Today* over ABC-TV Network, (Sun., 12:30-1 p.m. EST), for 52 weeks effective Dec. 2. Agency: Western Adv., L. A.

## *Agency Appointments* • • •

BELOIT DAIRY, Chicago, names Cruttenden & Eger Co., Chicago. Radio and TV are being considered for 1952 media schedules. **R. H. Wilson** is account executive.

SAN FRANCISCO & EAST BAY SCHOOLS of PRACTICAL NURSING Inc. appoint Brisacher, Wheeler & Staff, S. F. Radio will be used. **Robert T. Hoffman** is account executive.

MIDWAY MOTORS, L. A. (Ford dealers), names Yambert, Prochnow, McHugh & Macaulay Inc., L. A. Media will include radio.

SAN FRANCISCO DRUG Co. (manufacturers of Sleeps, Tudoz and Blackout medical products), appoints Richard N. Meltzer Adv., S. F. Radio and TV will be used.

LIQUOR DIV. of G. F. HEUBLIN & Bros., Hartford, Conn. (Club Cocktails), names Scheideler, Beck & Werner, Inc., N. Y. Agency now services firms A-1 Sauce and A-1 Mustard accounts.

## *Adpeople* • • •

NATHAN N. PERLSTEIN, director of advertising Pabst Brewing Co., Chicago, named by company to also direct advertising of two subsidiary firms, Hoffman Beverage Co. of Newark, N. J. and Los Angeles Brewing Co. Hoffman manufactures soft drinks, while brewing concern makes Eastside Beer.

IRVING GOLDFEDER, vice president in charge of production Hunt Foods Inc., Fullerton, Calif., elected executive vice president. EDWARD MITTELMAN, treasurer, elected vice president and treasurer. HANS ERLANGER, general sales manager, elected vice president and general sales manager.

CHARLES N. CRITTENTON, director of sales and advertising Schick Inc., Stamford, Conn., to Eversharp Inc., N. Y., as director of sales and merchandising, for Shaving Instrument Div.

DON E. ROETTGER, advertising manager Swift & Co., Chicago, named advertising manager Orange Crush Co. and Old Colony Beverages, Chicago.

*there's*

*a*

**film**

*in*

*your*

*tv*

*future*

***Everywhere you look,*** you see that the bright future predicted for film programs in television has already arrived.

- *Look at the schedules. You see film programs on every channel, every day and night of the week.*
- *Look at the ratings. You see film programs among the leaders, with ratings of 20 and higher in individual markets.*
- *Look at the sponsors. You see film programs used by such big-time advertisers as Procter & Gamble, General Mills, Sterling Drug, Philip Morris, Bigelow-Sanford—and many others with more modest TV appropriations.*

***For you don't need a king-sized budget*** to use film on television. Film opens the door to efficient *Spot Program* advertising.

***You can place your film show*** in as few or as many markets as you need, when you're a *Spot Program* advertiser. You're never faced with those network budget-boosting "must" stations or minimum group requirements.

***Your film program can be*** of any type or length. There's comedy on film, and mystery, drama, homemaker, quiz, etc. They run from 5 minutes all the way to feature-length "movies." The picture quality is consistently more satisfactory than kinescope recordings.

***And there's this added attraction.*** You pay no premium for all these *Spot Program* advantages. Spot rates are generally lower than network rates for the same time periods, over the same stations. The difference is enough to cover the extra film prints needed, their handling, distribution and other costs.

***If you want the total picture,*** just call any Katz representative for the full story on *Spot Program* television. You'll discover there's a lot of film in your television future. And you won't need a crystal ball to see that . . .

***You can do better with Spot. Much better.***

**THE KATZ AGENCY, INC.** *Station Representatives*

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

Adv.

# the Needle!

## the latest news of sales and program developments from the ASSOCIATED PROGRAM SERVICE

BE MEAN TO YOUR SALES STAFF—and boost sales doing it! Here are eight ways to make life miserable for your order-takers:

**1. SPOIL THEIR CHRISTMAS** by holding a big sales-meeting on Friday afternoon, December 21, setting up a big sales goal to be met December 26-29. This will recover that "lost week" between Yuletide and New Year's, get you off to a good start in 1952.

**2. RUIN THEIR PLANS** well in advance by announcing that no vacations will be allowed except those between May 15-June 30. This will free them when you need them least, keep them working in August when there's real Fall potential.

**3. KILL THEIR TV WATCHING** by assigning every man to one evening's work each week, making calls between 7-9 PM. This will make them tell your story without interruption to many new prospects.

**4. UPSET THEIR SMUGNESS** by talking to any newspaper classified ad manager about the difference between "voluntary and solicited" business . . . then set up a new commission plan that pays off only on the latter.

**5. UNCOVER THEIR WEAKNESSES** and cure their shyness, too, by making them go through practice pitches in front of your entire staff at regular meetings. This will make them better salesmen, though they'll hate you for it.

**6. TAKE THE SOCIAL FUN** out of life by asking them to put a note on your desk each morning telling what they plan to do that day and where they expect to be. This system has been known to produce calls occasionally.

**7. JANGLE THEIR NERVES** by popping into the coffee shop at erratic intervals and ordering them all back to work. They'll find another place, but it will never seem the same again.

**8. CRUSH THEIR PRIDE** by offering their services as sales clerks after-hours during December to retailers who stay open nights. This will teach them why businessmen get gray, make them more thoughtful and considerate salesmen.

* * *

**HOW TO MAKE SALESMEN HAPPY?** Easy. Equip them with APS' exciting Commercial library of over 175 different musical advertising lead-ins . . . and help them become better salesmen by giving them a chance to join the hundreds of alert radiomen who listen each month to the APS series of Transcribed Sales Meetings. The entire package—at cigarette prices! Total cost less than $5.00 per week, and one year is contract limit. It's a wonderful Xmas gift for your sales staff! Write, phone, wire today! We'll deliver by Christmas.

ASSOCIATED PROGRAM SERVICE
151 W. 46th Street, New York
PLaza 7-7710

# open mike

## Satisfied Users

EDITOR:

. . .Your publication is one of the creditable facets of the broadcasting and television profession, and I can think only praise to pass on to you. . .

*Robert J. Roth Jr.*
*Adv. & Prom. Dir.*
*Resistol Hats Inc.*
*Garland, Tex.*

* * *

EDITOR:

. . . You could ask for no better testimonial of the circulation and power of BROADCASTING • TELECASTING than the file of letters that I have received from people throughout the industry. The article ["Our Respects To," B•T Oct. 29] was well-written and tastefully so . . .

*John Cleghorn*
*General Manager*
*WHBQ Memphis*

* * *

## Bird Watching

EDITOR:

The Weatherbird which appears on the front page of the *Post-Dispatch* is tied in with the negotiations of the new wage scale of the IBEW engineers. It attracted many comments. .

*George M. Burbach*
*General Manager*
*KSD-AM-TV St. Louis*

* * *

## Writers Cramped

EDITOR:

I just finished reading Bruce Anderson's article, "The Writer's Lament" [B•T, Nov. 12]. As a "veteran" of four years in continuity, who would *like* to do a better job, here's my fervent "Amen!"

*Eleanor V. Dalhaus*
*WELM Elmira, N. Y.*

* * *

EDITOR:

. . .Mr. Bruce F. Anderson's words should have been set up in the biggest, brightest red glowing neon lettering available, instead of mere 8-point. Set up so large as to be unavoidable to the eye—and then placed in the office of every station manager in the United States.

I've always believed BROADCASTING • TELECASTING an indispensable item for the entire industry; articles as stimulating and direct as this one are proof! . . .

*McDowell K. Starkey*
*Continuity Editor*
*KWFT Wichita Falls, Tex.*

* * *

EDITOR:

Bruce F. Anderson used my description . . . without due and proper permission. Overworked, underpaid, unappreciated are all words I have come to feel my own. . . .

I'd emphasize the matter of sterility, both in management and on the part of the advertiser. Mention of a new idea is enough to drive them both into fits. . . There sure ain't no future in radio for guys what have ideas and want to express them in commercial copy. My idea is, get out!

*R. Field*
*Continuity*
*WBIZ Eau Claire, Wis.*

* * *

EDITOR:

. . . Let me tell you about one experience I had in the state of Wisconsin . . . I was given to understand I would start at the magnificent sum of $225 a month. So, I packed myself off and, upon my arrival, found that despite my investment in a bachelor of business administration degree in radio management, with all the allied radio training, I was actually being paid 75 cents per hour. In order to earn a living I was expected to work 58 hours a week. . . .

Although the station was more than a mile out of town, I was expected to pay all the expenses of . . . trips back and forth servicing the accounts. . . .

Once and only once did I make the fatal mistake of showing on my time card the extra overtime—past the 58 hours which was allowed. I was told in no uncertain terms that it must cease. So, for time card purposes it did cease, although I refused to write hackneyed copy and often put in as much as 70 hours in a week working toward a new theme around which to build a new schedule of spots or programs . . .

[Now] I'm not in radio, but in the field of commercial refrigeration. In cold cash I'm making close to twice as much as I did in radio a year ago, with any extra ex-

*(Continued on page 18)*

# The Facts About Radio in California's $660 Million Fresno Market

## KMJ gives you the Most Listeners ...lowest cost per thousand

### IN THE WHOLE 4-COUNTY MARKET . . .

KMJ DELIVERS

Over 80,000 more daytime listeners (24,290 families) per week than the next best station. And at 18% less cost per thousand families.*

Nearly 90,000 more nighttime listeners (26,170 families) per week than the next best station. And at 21% less cost per thousand.*

### IN ITS HOME-COUNTY OF FRESNO . . .

KMJ DELIVERS

Nearly 40,000 more daytime listeners (11,460 families) per week than the next best station. Cost: 16% less per thousand.*

Over 40,000 more nighttime listeners (12,190 families) per week than the next best station. Cost: 17% less per thousand.*

### IN THE CITY OF FRESNO, TOO . . .

KMJ DELIVERS

Nearly 8,000 more daytime listeners (2,290 families) and over 4,000 more nighttime listeners (1,310 families) than the next best station. And at 8% less cost per thousand.*

Hooper (Oct. 1950 through Feb. 1951) confirms KMJ'S leadership in city zone. KMJ leads in 69 out of total 115 quarter and half hours rated (morning, afternoon and evening throughout whole week).

That's a 76% lead over next best station!

Ask your Raymer salesman to show you the very latest study of listening habits in the Fresno market. Special Diary Study just off the press. Nothing like it ever done before in this market. Of particular value to time buyers and radio advertisers.

*BMB Study No. 2, Spring 1949; U.S. Census, 1950; Standard Rate & Data, Sept. 1951.*

NUMBER ONE STATION IN THE $660 MILLION FRESNO MARKET

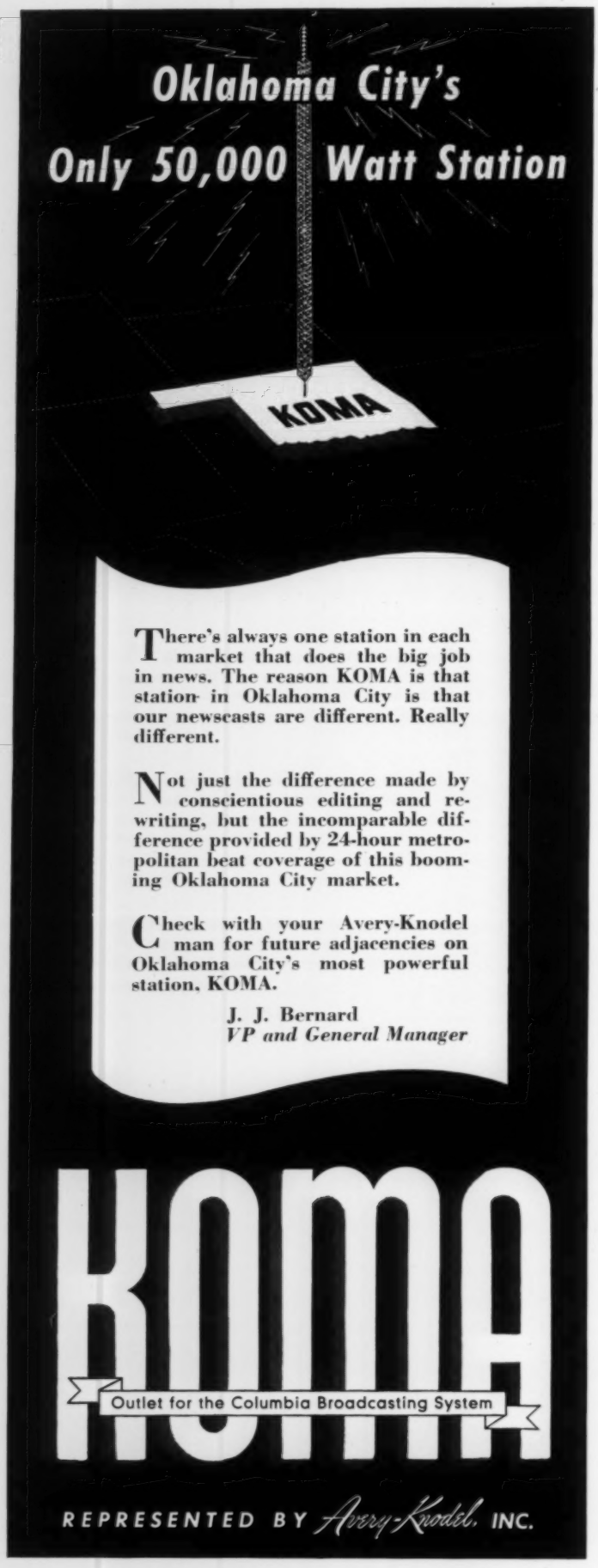
580 KC. NBC 5,000 WATTS

One of the Bonanza Beeline Stations . . . McClatchy Broadcasting Company

Paul H. Raymer, National Representative

KMJ

AFFILIATED WITH THE FRESNO BEE


Oklahoma City's
Only 50,000 Watt Station
KOMA
There's always one station in each market that does the big job in news. The reason KOMA is that station in Oklahoma City is that our newscasts are different. Really different.
Not just the difference made by conscientious editing and rewriting, but the incomparable difference provided by 24-hour metropolitan beat coverage of this booming Oklahoma City market.
Check with your Avery-Knodel man for future adjacencies on Oklahoma City's most powerful station, KOMA.
J. J. Bernard
VP and General Manager
KOMA
Outlet for the Columbia Broadcasting System
REPRESENTED BY Avery-Knodel, INC.

# agency

HAROLD M. SLOATE, account executive Dunay Adv. Co., N. Y., appointed managing director Lathrop Adv. Agency, Sioux City, Iowa. LARRY COKE appointed director of radio and media. PATRICIA LATHROP named director of publicity and fashion. MARIE KENNEDY named director of traffic. JOYCE O'CONNOR appointed art director.

ROBERT E. BLACKBURN, vice president of MacFarland Aveyard & Co., Chicago, has assumed duties as copy chief. He is former vice president and copy chief of LeVally Inc.

MARION R. BILLINGS, senior account executive Alport & O'Rourke, S. F. and Portland, elected vice president.

HENRY C. BAINBRIDGE, account executive and radio-TV director Gordon Baird Assoc., N. Y., to Wendell P. Colton Co., N. Y., in executive capacity. D. L. DOORLY, assistant advertising manager Pan American World Airways, to Colton Co., in the copy department.

DICK CREAMER, partner McNeill, McCleery & Creamer, L. A., resigns to establish his own Los Angeles agency, Creamer & Co. Offices are at 6381 Hollywood Blvd. Telephone is GRanite 4137.

# on all accounts

ALMOST 20 years ago, a newly-graduated collegian decided to enter the less-cloistered business world more easily by picking a "good town" at random and going there. That town—Milwaukee—has proved itself to be a "good" one for Howard L. Peck, vice president in charge of radio and television for Hoffman & York, advertising agency. He chose a town he'd never visited and one unlike his former stamping grounds, Huron, S. D., where he was born, and Iowa, where he attended Grinnell College.

He found his first advertising job in Milwaukee, although he worked during college as a reporter for the Sioux City *Journal*, a doorbell-pushing peddler and a $25 a week cab driver in Chicago. In the advertising department of an investment house he encountered his first radio program, a 15-minute weekly show offering women investment advice and narrated by a woman vice president of the company. The show—and he—lasted until the bank holiday in 1933.

Mr. Peck's present work began in 1937, when he joined Hoffman & York as a writer. He soon directed all radio billing as his knowledge of the medium had increased considerably since the bank show. He learned about broadcasting from the basement to the antenna in an old mansion on Milwaukee's Prospect Ave. That was headquarters for the now-defunct North American Broadcasting Co., which shot a barrage of programming to its network for only three months.

Although Mr. Peck received only one week's pay in all that time (in installments), he labored as producer, actor, director and sports director as well as author of three half-hour mysteries weekly. He was adept at acting, having worked in little theatre and as business manager of the Wisconsin Players; and at writing, in which he majored at Grinnell.

Mr. PECK

After living off the largesse of an affluent roommate during his NABC days, Mr. Peck became an announcer-producer at WHAD, the Marquette U. station which had been affiliated with the network. Later, when the station was sold to WISN as the latter went full-time, he went along.

Despite his radio know-how, Howard Peck wasn't prepared for his first assignment in television when a client became infatuated

*(Continued on page 20)*

# beat

**WILLIAM B. LEWIS,** president Kenyon & Eckhardt Inc., N. Y., elected to board of governors of New York Council, American Assn. of Advertising Agencies. Mr. Lewis succeeds **SAM M. BALLARD,** resigned.

**HAROLD H. WEBBER,** vice president Foote, Cone & Belding, N. Y., elected to board of governors. He succeeds **ROLLAND TAYLOR,** resigned.

**BILL BYRNER,** WIP Philadelphia, to J. Cunningham Cox Adv., Phila., as account executive.

**GEORGE D. WORRELL** appointed copy director, New York office of Doremus & Co.

**ELIZABETH MANN, WILLIAM T. LOWE,** and **PHILIP H. WILLON,** free-lance advertising copywriter of San Francisco, free-lance writer of Dallas, and special feature writer with Gannett Newspapers and Binghamton *Press*, respectively, to copy department N. W. Ayer & Son, Phila.

**LEE WEIMER** resigns from radio-TV department Schwimmer & Scott, Chicago.

**THOMAS H. CALHOUN,** national sales representative WEEI Boston, named to executive group, radio-television department, New York office of N. W. Ayer & Son.

**JOHN W. SHAW Adv. Inc.,** Chicago, moves to new quarters at 716 N. Rush Street.

**OLIVER TREYZ,** director of sales development ABC New York, to William H. Weintraub & Co., N. Y., in executive capacity, on copy staff [CLOSED CIRCUIT, Nov. 19].

**JAMES MARSHUTZ** transfers from St. Louis headquarters of Gardner Adv., to New York office, where he is working on radio and TV, as assistant to **ROLAND MARTINI,** vice president. **DON COLE,** radio-TV packager in Chicago, to Gardner Adv., St. Louis, as promotion director.

**ROBERT J. WILKINS,** commodity sales manager Philip Carey Mfg. Co., Cincinnati, appointed account executive Strauchen & McKim Adv., Cinncinnati.

**JAMES A. McGARRY,** assistant to president BBD&O, N. Y., elected vice chairman of professional, publishing and advertising section Arthritis and Rheumatism Foundation. He was also elected chairman of radio committee for New York.

**J. B. TAYLOR Inc.,** Dallas, has changed its name to Taylor-Norsworthy Inc. **J. B. TAYLOR** continues as president and **T. W. NORSWORTHY,** former vice president, becomes executive vice president. Other officers are **TEVIS BENNETT,** treasurer, and **LESLIE SHULTS,** secretary and attorney. **PHILIP WOLF** is radio director. Offices remain at 3906 Lemmon Ave.

**DICK KUKLICK,** Henig & Co., Phila., to Ed Shapiro Adv., Phila., as account executive.

**ALLIED ADV. AGENCY,** Cleveland, moves to new quarters at 1302 Ontario St.

**HARRY A. EGBERT** named radio and TV director Lavenson Adv. Bureau, Phila.

**EVERETT F. BRADEN,** John G. Payton Co., N. Y., to Foote, Cone & Belding, N. Y., as director of merchandising.

**MRS. DOROTHY BARNES,** J. C. Penney Co. chain, to William H. Weintraub & Co., N. Y., as an assistant account executive on Maiden-form Brassieres.

**MARGARET BAKER,** copy chief Dohrman Commercial Co., S. F., to copy staff Sidney Garfield & Assoc., S. F.

**LAWRENCE J. CASEY** appointed director of public relations department Weightman Inc., Phila.

**ARTHUR LEVINSON,** appointed account executive Wil Roberts Adv., Phila.


# Obviously OUTSTANDING...

## WMBD Dominates the Rich Peoriarea Market

Every succeeding Hooper Index points up WMBD'S continuing dominance of the prosperous Peoriarea market. This pioneer Peoria station maintains a listenership that exceeds the next 2 stations COMBINED . . . at many time periods has more than 50% of the audience! WMBD sells more products to more people at less cost than any other station in the market.

## And What a Market!

Latest SALES MANAGEMENT figures show Peoria FIRST (outside Chicago) in Illinois in population . . . total retail sales . . . food sales . . . general merchandise sales . . . furniture, household & radio sales. Peoria is FIRST (outside Chicago) in Illinois in total effective buying income.

POINTS OF SUPERIORITY (credited where a city's *national* ranking in any retail sales or income category equals or exceeds its population ranking) were awarded Peoria in EVERY retail sales and income category. *PEORIA — THE MIDWEST'S NUMBER ONE TEST MARKET!*

CHARLES C. CALEY, Vice President and General Manager
DON D. KYNASTON, Director of Sales

*See Free & Peters . . .*

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Affiliate
5000 Watts

# JUST IN TIME!

**The four-month retroactive pay** given to Federal employees will produce an additional $33 million in revenue in the Washington market just in time for the Christmas shopping season.

# and ALL YEAR ROUND!

**The new Federal pay raise** means an increase of $100 million a year in purchasing power in the Washington area. About 275,000 workers in the District area benefit under the raises . . . counting at least three members to a family, this means that about 800,000 persons are affected by the new pay increase.

**So, whether it's Christmas business** or all-year-round business that you're seeking in the Washington market, put your sales message on WRC — where listeners are loyal, rates are reasonable, and results REALISTIC.

**FIRST in WASHINGTON**

**WRC** NBC

**5,000 Watts • 980 KC**

*Represented by NBC SPOT SALES*


# feature of the week

*SMILING at signing for 19,800 Louisville radio spots are (l to r) J. Porter Smith, WGRC president; Walter Haas, Betco secretary; Joe Eaton, WKLO general manager; Mr. Bettinger; Charles Schott, WINN sales manager; H. Parker Smith; Mr. Weldon, and R. W. Rounsaville, WLOU president.*

* * *

FIVE Louisville stations are in the midst of gathering a fall radio harvest of 19,800 one-minute spot announcements. The stations are WGRC WKYW WINN WKLO WLOU.

Sponsor of these spots is Clifford Bettinger, president of Betco Inc., distributor for Philco products in Louisville, other parts of Kentucky and Indiana.

Mr. Bettinger signed contracts in a simultaneous broadcast aired from his desktop.

In addition to the large Louisville contracts, the Philco firm is using more than 10,000 spots on other stations, including these Kentucky outlets: WFKY Frankfort; WLBJ Bowling Green; WSFC Somerset and WHIR Danville.

This campaign will amount to more than 2,700 spots for Philco in the Louisville area every 10 days. Mr. Bettinger said, "We hope to use a final total for the year of over 35,000 spots on our Louisville and Kentucky stations.

"Our sales goal is set at 15,000 more TV sets," he explained, "plus thousands of radios, refrigerators, air conditioners and other Philco products."

Mr. Bettinger initiated the current campaign after rewarding summer tests of similar drives in the area to sell air conditioners.

The cooperative program is being personally directed by Mr. Bettinger, assisted by H. Parker Smith,

*(Continued on page 166)*

# strictly business

WILL ALBERT MORGAN is playing his greatest role in life as advertising manager of the Continental Oil Co.

Mr. Morgan is a former director of the theatre but he finds the part most suited for him to be director of the oil company's national advertising program.

Bill Morgan took the transition from theatre to advertising early in life.

Of radio, he says: "Radio has played a highly important part in establishing our new products . . . our most successful campaigns have been the announcements of three . . . the last one being our present premium motor oil, Conoco Super Motor Oil."

Iowa-born, Mr. Morgan was

*(Continued on page 20)*

Mr. MORGAN


**IF YOU'RE INTERESTED IN WOMEN..**

**It Takes SELL as Well as TELL to Be a Top Women's Commentator. That Is Why WISN's ANN LESLIE Is Always Rated Milwaukee's BEST.**

**For More Than 17 Years Ann's "Over-The - Coffee - Cup" Tone Has Made Her Programs A BUY-WORD With Her Host of Faithful Listeners.**

**You'll Like Doing Business With WISN.**

**IN MILWAUKEE THEY LIS'N TO**

**WISN** CBS

**5000 WATTS**

**Represented by KATZ Agency**

# 17 OUT OF 18 PREFER WDAY, FARGO!

An independent survey of radio listening habits in the Red River Valley was recently made by students at North Dakota Agricultural College. The Survey covered 3,969 farm families in 22 counties within about 90 miles of Fargo. In answer to the question, "To what radio station does your family listen most?", 78.6% of the families said WDAY, 4.4% Station "B", 2.3% Station "C", 2.1% Station "D", etc. WDAY was a 17-to-1 choice over the next station . . . a *3½-to-1 favorite over all competition combined!**

It's the same story in town. Year after year, WDAY makes a run-away of the Hooper race, consistently getting a 3-to-1 greater Share of the Fargo-Moorhead Audience than *all other stations combined!*

Tru!y, WDAY is a colossal radio buy in a stupendous farm market. Write direct, or ask Free & Peters for all the facts.

**Competition includes local studios of the other three major networks.*

**WDAY** • **NBC** • **970 KILOCYCLES** • **5000 WATTS**

FREE & PETERS, Inc., Exclusive National Representatives

## Open Mike

*(Continued from page 12)*

penses placed on a liberal expense account and with cash bonuses and gifts thrown in on top of it . . .

*Shulom Kurtz*
*Denver*

* * *

## Peeved Pastor

EDITOR:

. . . As an ordained minister of the gospel of Jesus Christ, and, as pastor of the largest Baptist church in the state of Arkansas, with a membership of approximately 5,000, may I once and for all deny any association, connection, relationship, past, present or future with one Gerald L. K. Smith. I have never used any of this man's literature, heard him speak, attended any of his meetings, or made any sort of donation to his work. I would not know him if he walked into my office this very moment.

Neither do I know the teachings, beliefs and proposals of Mr. Gerald Winrod. He has never spoken in my church and I have never attended one of his meetings. I have no idea who the "other" rabble-rousers are whom you say are my associates.

You are also mistaken in your assumption that I own any part of a Mexican radio station. The Southern Bible Institute of Knoxville, Tenn., purchased a 20-year broadcast for the sum of $85,000. At the time of the purchase I was president of the Southern Bible Inst.

It might be of interest to you to know that not one single article about which I was questioned before the FCC and which appeared in my paper known as *The Carolina Watchman* was written by me. However, as the editor of the paper, there was nothing for me to do but assume the responsibility. As an editor, I am sure that you can understand how such a mistake could be made. . . .

I will contend until my dying day that we did not have a fair and a just hearing before Commissioner Clifford J. Durr, and there is a wonderful peace and satisfaction in knowing that before the Great Judge of us all, we have a clear conscience. . . .

The only group that I have ever called "gutter rats from the sewers of hell" are the Communists. . . .

*J. Harold Smith*
*Pastor*
*First Baptist Church*
*Fort Smith, Ark.*

**[EDITOR'S NOTE: The Great Judge may be on the Rev. Smith's side, but three judges of the U. S. Circuit Court of Appeals were not [B•T, Nov. 5, Oct. 29]. In affirming denial of Mr. Smith's license for WIBK Knoxville, the Circuit Court said he had business interest in XERF, a Mexican station, and that evidence showed he had been not only "intemperate in his writings, sermons and broadcasts but that he was an expert in vituperation and vilification."]**

## Nosegays

EDITOR:

Your Nov. 5 issue devoted a "On All Accounts" department to me.

First of all, I want to thank you for printing it.

Second—I don't believe the subject of any one of these articles is particularly well qualified to offer any criticism one way or another, so I will simply tell you what a number of my friends here in Chicago have been kind enough to relay to me—"One of the best write-ups on anybody they had seen in any trade magazine in a long, long time." . . .

*Edward G. Smith*
*Director, ABC Radio Network*
*Central Division*
*Chicago*

* * *

EDITOR:

. . . Lying in bed here, I have time to read your entire magazine from cover to cover. . . . I have never seen any magazine cover its field as thoroughly as yours does.

*Morton D. Meehan*
*Veterans Admin. Hospital*
*Livermore, Calif.*

* * *

## Greetings

EDITOR:

This letter has a double purpose. I would like to express my appreciation as a broadcaster for the superb service that your magazine provides for every person in the radio industry. . . .

I am now entering the service for what I hope will not exceed a three-year period. Although I will be completely divorced from the radio industry I feel my only opportunity to keep up with the events at that time and to prepare myself for returning [to radio] would be to subscribe to your publication. . . . My wife will forward them on to me wherever I may be.

*Stuart M. Sanders*
*Manager*
*KWBG Boone, Iowa*

* * *

EDITOR:

. . . I have read your magazine for about three years, and without a doubt it is the most sought-after magazine at this point when mail arrives.

We follow the radio, or shall I say commercial field, on a conservative basis, but we never lose sight of the idea of improving radio here in Guantanamo Bay. Your magazine has helped us a great deal, and we would like to let you know we appreciate a magazine such as BROADCASTING • TELECASTING.

*George Balamaci*
*Armed Forces Radio Service*
*WGBY Guantanamo Bay, Cuba*

SALES AND MORE
SALES ... MAKE
CASH REGISTERS
RING ... IN THE
RICH FLINT MARKET
We've got the greatest General Motors Plant City in the U.S., here in Flint. Booming industry, record wages, make this one of the finest buying markets, per capita, in the world!
Flint families earn an average income $1613 above the national average! That means record sales, as over 600 local merchants, advertising over Flint's First Station, WFDF, can testify.
Discover it for yourself. You, too, can share in over 300,000,000 retail dollars spent in Flint yearly, by selling your product over WFDF, one of America's pioneer Stations, now in our 30th year!
For surprising proof, see your latest Hooper!
910 Kilocycles
WFDF
BASIC AMERICAN BROADCASTING COMPANY
FLINT, MICHIGAN
REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis —WEOA Evansville

# millions listen!

# WJR

*the*

**GREAT VOICE**

*of the*

**GREAT LAKES**

## WJR Market Data*

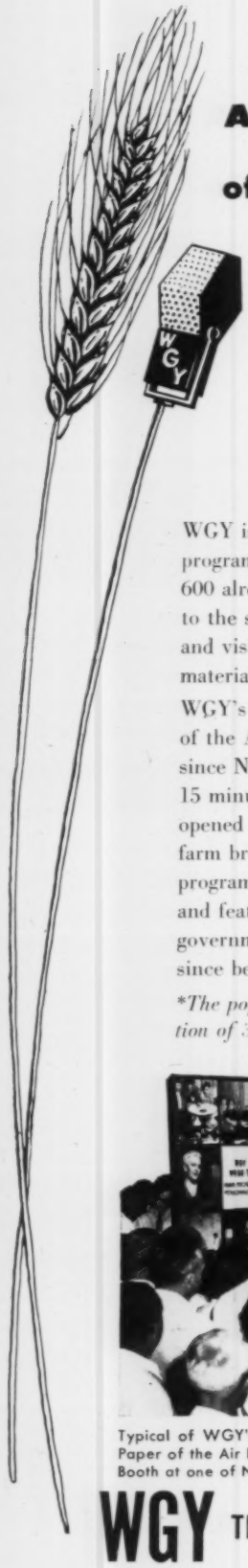
| (WJR Primary Coverage Area in Michigan, Ohio, Indiana, and Pennsylvania) | | WJR Share of Total U. S. Market |
|---|---|---|
| Population | 12,601,300 | 08.3% |
| Radio Homes | 3,785,540 | 08.6% |
| Retail Sales | $13,613,431,000 | 09.3% |
| Food Sales | $ 3,266,766,000 | 09.4% |
| Drug Sales | $ 464,447,000 | 10.3% |
| Filling Station Sales | $ 739,614,000 | 10.1% |
| Passenger Car Registrations | 4,116,934 | 10.2% |
| **Greater Detroit Market (Wayne, Macomb and Oakland Counties)** | | |
| Population | 2,991,200 | 01.9% |
| Radio Homes | 856,640 | 01.9% |
| Retail Sales | $ 3,550,832,000 | 02.4% |
| Food Sales | $ 804,135,000 | 02.3% |
| Drug Sales | $ 153,060,000 | 03.4% |
| Filling Station Sales | $ 174,774,000 | 02.3% |
| Passenger Car Registrations | 1,007,627 | 02.5% |

*These statistics offer concrete evidence of the rich sales potential in the WJR primary coverage area. In addition to these United States market figures, the powerful WJR signal covers a Canadian population of 2,667,000 with 721,900 radio homes. To sell in this great market, be sure to use WJR, the most influential radio voice in this area.* **Remember . . . first they listen . . . then they buy!**

*WJR Eastern Sales Office: 665 Fifth Ave., New York*
*Represented nationally by Edward Petry & Company*

*Radio—America's Greatest Advertising Medium*

***Complete coverage and market data booklet available on request.**




## A QUARTER-CENTURY of FARM BROADCASTING

"Listener loyalty" is the phrase most applicable to Pioneer Station WGY's 25 years of farm broadcasting.

During this period of WGY's 29-year history, the 603,660 rural radio families, in addition to the thousands of city-dwellers who have gardens in the 17th State*, have relied on WGY's farm broadcasts for valuable advice and information.

WGY is writing history every day with its farm programming; adding more remote broadcasts to the 600 already conducted; receiving more mail to add to the staggering 1,000,000 pieces already received; and visiting farms and 17th State farmers to gather material for more transcribed broadcasts.

WGY's first farm broadcast was "The Farm Paper of the Air," which has "gone to press" 8000 times since November, 1926. (This Spring the last 15 minutes of "The Farm Paper of the Air" was opened commercially). Soon after this inaugural farm broadcast, "The Farm Forum," a public service program heard every Friday evening at 8:30 P.M., and featuring leaders in agriculture, industry and government, was started. Both these programs have since become a cornerstone of WGY programming.

**The population of the WGY area exceeds the population of 32 states.*

Typical of WGY's listener loyalty is this crowd which watched a Farm Paper of the Air broadcast from the station's Farm Broadcasting Exhibit Booth at one of New York State's county fairs this summer.

**WGY** THE CAPITAL OF THE 17th STATE

**A GENERAL ELECTRIC STATION**—*Represented Nationally by NBC Spot Sales*


## Strictly Business

*(Continued from page 16)*

brought up in Colorado and in Montana. After a high school education, he joined the telephone company, but soon entered the entertainment field.

It was perhaps significant that Bill Morgan made his debut in radio first. The next step was the stage, playing leads in stock, dramatic and musical productions. He then entered the field of theatre direction.

His recollection in radio goes back to the time when he was leading man with the KOA Denver players—"That was way back when that station first went on the air."

Mr. Morgan recalls:

"Radio was so new then I was not impressed much with it and left it to become a 'real honest-to-gosh actor on the stage.' How was I to know that the stage was going to blow up in my face in eight short years with the introduction of talkies and that radio was going to grow into an equally fascinating 'show business.'"

### Next to Continental

When he gave up the theatre, Mr. Morgan looked for the company for which he wanted to become associated and picked Continental Oil. Informed that the best way to get a job was to apply as a secretary, he told the personnel supervisor that he would become one in one year. He attended business college by day and directed plays at night.

Nine months later, October 1933, he was offered the job as secretary to the advertising manager of the Continental Oil Co.—Wes Nunn.

"Wes probably never had a lousier secretary but he certainly will never have a more ambitious or eager pupil," Mr. Morgan says. By end of the first year he was adve tising clerk and two years lat assistant advertising manager. 1941, he became advertising ma ager.

Mr. Morgan travels a good de as his post includes supervision Continental's nationally famou Touraide travel service. He quip that he's a bachelor—"maybe should blame that also on too muc travel."

### Hobby Is Theatre

For clubs, he's no "joiner." Hi hobby, of course is the theatre "but now it is only going to th theatre." His philosophy is simple "Like what you are doing and th people you do it with . . . giv everything you have to your job a the time and then leave the res to God."

## LISTENING STABLE

### Pulse Survey Discloses

RADIO listening in general dur ing the past three years has re mained relatively stable, althoug ratings of individual programs have shifted considerably, according to a survey conducted in metropolitan New York by the Pulse Inc. during the week of Oct. 11-17. Percentage of homes using radio in an aver age 15 minutes for the entire week was within 0.2% of levels for Sep tember 1951 and October 1950 and within 2% of October 1949 statistics.

Average quarter hour homes us ing radio for week studied, from 6 a.m. to midnight during the entire week:

| | Radio & TV Combined | Radio |
|---|---|---|
| October 1951 | 32.2 | 21.4 |
| September 1951 | 31.4 | 21.6 |
| October 1950 | 28.8 | 21.3 |
| October 1949 | 26.5 | 23.5 |

## On All Accounts

*(Continued from page 14)*

with the medium and suddenly demanded a network show on a month's notice. For 13 weeks, a Sunday afternoon home workshop feature with integrated commercials originated 100 miles south at WENR-TV Chicago for ABC.

Current broadcast media accounts include Gettelman Brewing, Shaler Co., Quality Biscuit Co., L. J. Mueller Furnace Co. and Milwaukee Gas Light Co. In addition to being radio-TV director, Mr. Peck is account executive on several consumer products.

### Wife Former Actress, Teacher

His wife, the former Charlotte Culbertson, has been a radio actress, writer of school music and teacher. Her only radio and television work now is an annual children's Christmas show, which she writes and in which she acts. The Pecks have a 14-year-old daughter, Cynthia, and live in suburban Shorewood. Mr. Peck is an avid civic worker, aiding in city planning, public finance and administration problems. He is also a member of the Milwaukee Advertising Club.

Television, in his opinion, is putting a premium on ingenuity, as "it's a problem to come up with a low budget show which will get and keep attention and give results." Seeking a simple approach in TV, he uses, for example, a clear demonstration on a football show preceding the Westinghouse games. A high school coach predicts game formations and plays and then executes them with cutout players on a model stadium before the cameras. The cost is low and results high. "Women are even understanding what a quarterback sneak is," he remarked.

# WREC GIVES YOU...

According to the latest 1950 census figures available, Memphis and the rich 76 county Memphis Market shows a definite population increase.

WREC in its coverage of the Memphis market now reaches more sales prospects than it did ten years ago—and as a result advertising on WREC delivers MORE SALES than EVER before.

YET, THESE SALES IN THE WREC TERRITORY COSTS YOU APPROXIMATELY 10% LESS THAN BEFORE.

**WREC HOOPER RATINGS AVERAGE HIGHER THAN ANY OTHER MEMPHIS STATION**

WREC

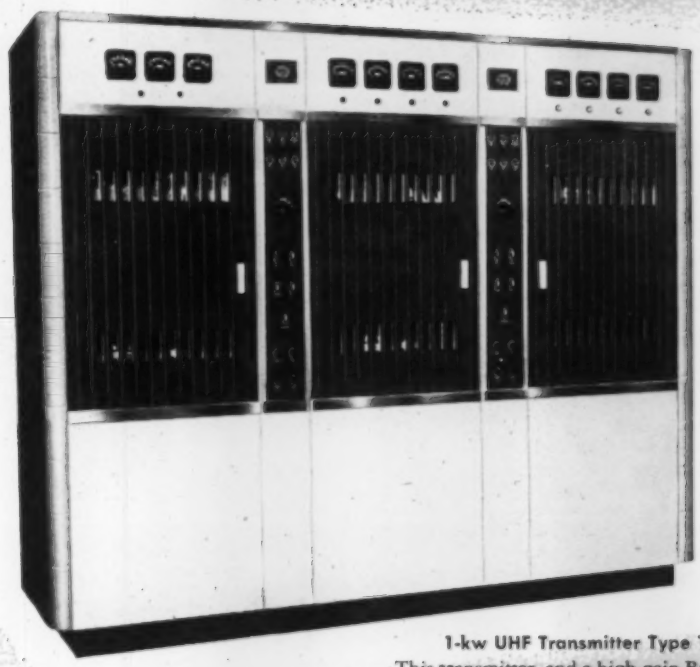
AFFILIATED WITH CBS-600 KC-5,000 WATTS Memphis No. 1 Station REPRESENTED BY THE KATZ AGENCY, INC.

# For UHF
## ...go RCA

## Any power to 200 kw*...

**10-kw UHF Transmitter Type TTU-10A**

RCA's answer to high power on channels 14 to 83. With an RC
high-gain UHF antenna, this transmitter can produce up to 200 k
ERP. One standard, easy-to-handle tube type is used in all power stage



**1-kw UHF Transmitter Type TTU-1B**

This transmitter, and a high-gain RCA UHF antenna, can produce up to 20 kw, ERP on channels 14 to 83! Type TTU-1B is all air-cooled.

RCA's new 1-kw and 10-kw UHF transmitters (and RCA's high-gain UHF antennas) will give you power combinations up to 200 kw . . . on any TV channel!

If you are planning high power UHF, RCA's new 10-kw transmitter is the answer. If you are planning to start with low power UHF, then RCA's new 1-kw transmitter will meet your needs (increase power later simply by adding matching amplifier units).

Be sure your station planning is correct from the start . . . before you invest a single dollar. Your RCA Broadcast Sales Specialist will show you exactly what equipment you'll need to get on the air at lowest cost.

**Available only from your RCA Broadcast Sales Specialist**

A 64-page book on RCA's new line of TV broadcast equipment for all channels, 2 to 83! An indispensable reference for station planning.

**Call or write the RCA field office nearest you**

**Chicago 11, Ill.**
666 North Lake Shore Drive
Telephone: Delaware 7-0700

**Washington 6, D. C.**
1625 K Street, N. W.
Telephone: District 1260

**Hollywood 28, Calif.**
1560 N. Vine Street
Telephone: Hollywood 9-2154

**Dallas 1, Texas**
1907-11 McKinney Ave.
Telephone: R-1371, 1372, 1373

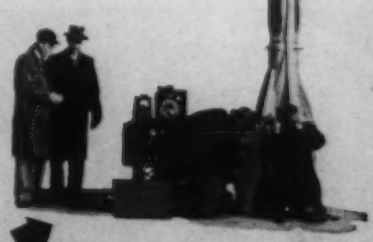
**Cleveland 15, Ohio**
718 Keith Building
Telephone: Cherry 1-3450

**Atlanta 3, Ga.**
522-533 Forsyth Bldg.
Forsyth and Luckie Sts.
Telephone: Walnut 5946

**Kansas City 8, Mo.**
221 W. 18th Street
Telephone: Victor 6410

**New York 20, N. Y.**
36 W. 49th Street
Telephone: Circle 6-4030

**San Francisco 3, Calif.**
1355 Market Street
Telephone: Hemlock 1-8300



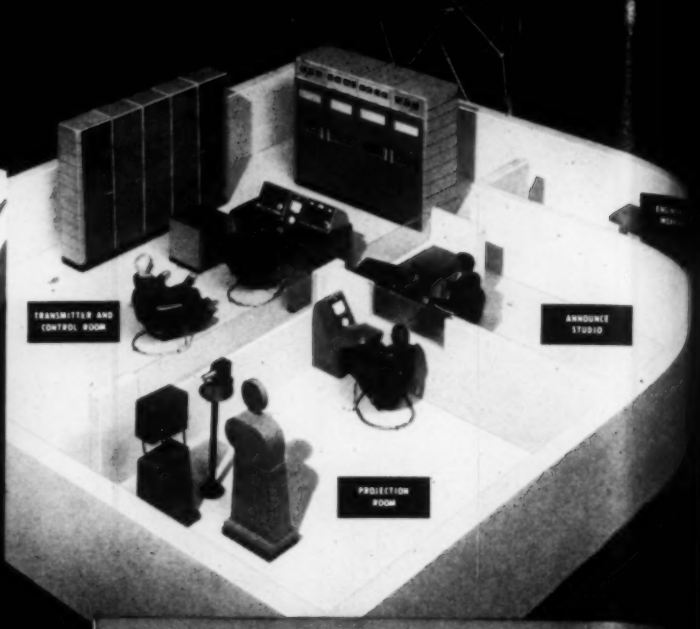
**New High-Gain Antenna for UHF**

The most economical way known to produce high effective radiated power for UHF—and more kilowatts per dollar. Excellent "close-in" coverage in all directions. Power gain, 24 to 28, depending on channel.

*Effective Radiated Power

**RADIO CORPORATION of AMERICA**
**ENGINEERING PRODUCTS DEPARTMENT** **CAMDEN, N.J.**

**500 watts VHF (ERP range, ½ to 2 kw)** This is a control-room set-up—complete with an RCA 500-watt transmitter, announce booth, and film facilities. The arrangement, and an RCA 5-bay Super Turnstile Antenna, provides up to 2 kw ERP*—gets you on the air for minimum outlay.

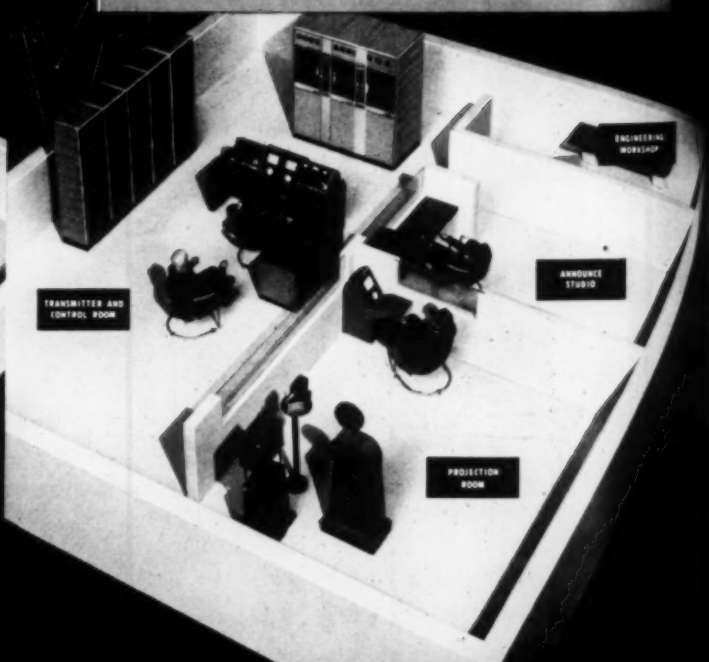


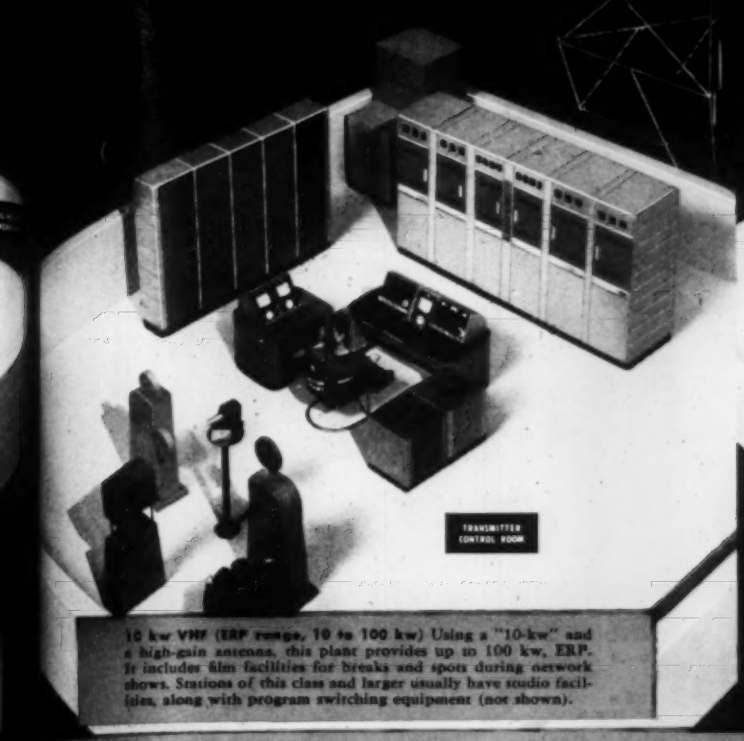

**2 kw VHF (ERP range, 2 to 20 kw)** Similar to 500-watt plant, but uses an RCA 2-kw transmitter. The ideal set-up for getting up to 20 kw (ERP) for a small investment. "In line" racks at left of control console are: monitoring, audio, and video equipments, sync generator, and power supplies.

# "Tailored" transmitter plants...

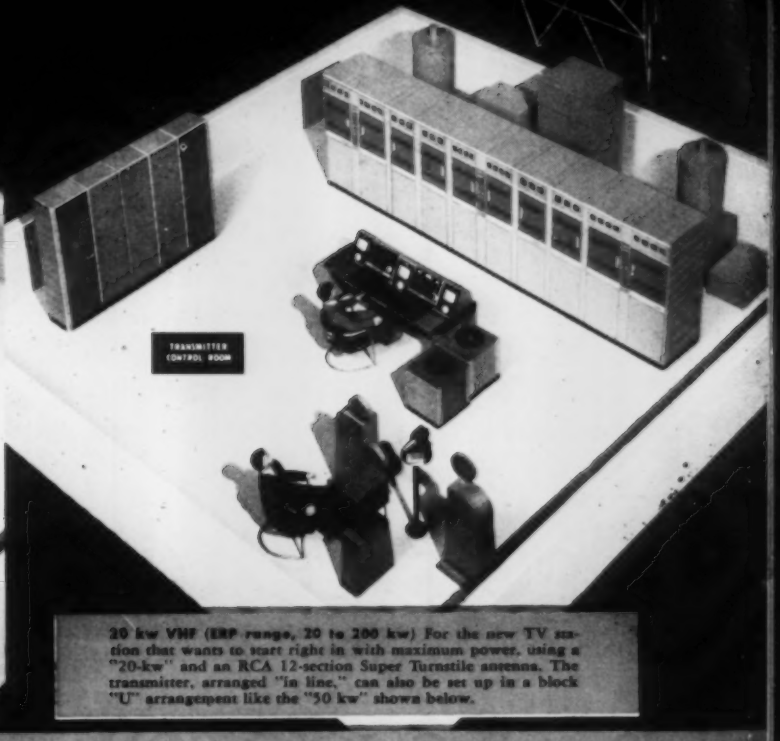
**50 kw VHF (ERP range, 50 to 200 kw)** Block "U" set-up for RCA's "50-kw." This arrangement is well suited for local building situations—or where physical limitations call for an antenna of medium gain and high ERP. Note film camera control and preview monitor next to operator for his convenience.

**1 kw UHF (ERP range, 1 to 20 kw)** For areas where UHF channels will be assigned, the "1 kw" and UHF antenna make it practical to start with a minimum investment. It offers interesting possibilities for areas up to 150,000 people—could prove popular in communities up to 1 million. Note network, film projection spots, station break facilities.






**10 kw VHF (ERP range, 10 to 100 kw)** Using a "10-kw" and a high-gain antenna, this plant provides up to 100 kw, ERP. It includes film facilities for breaks and spots during network shows. Stations of this class and larger usually have studio facilities, along with program switching equipment (not shown).




**20 kw VHF (ERP range, 20 to 200 kw)** For the new TV station that wants to start right in with maximum power, using a "20-kw" and an RCA 12-section Super Turnstile antenna. The transmitter, arranged "in line," can also be set up in a block "U" arrangement like the "50 kw" shown below.

# ...for any TV power up to 200 Kw!*

**10-kw UHF (ERP range, 10 to 200 kw)** Using an RCA "10-kw UHF" type TTU-10A and a TFU-24B high-gain antenna, this set-up offers the next logical step above the "1-kw" range. Or, you can start with 1 kw now—and increase power later simply by adding RCA matching amplifiers and associated equipment.

These models represent seven typical TV transmitter room arrangements for various power classes—from 500 watts to 200 kw, ERP*. They include the film equipment required for spot, station breaks, and network operation. They show the basic or minimum facilities you need to go "on the air" for a given power. The set-ups are worked out in accordance with tried-and-proved operating procedure and provide a handy means for estimating your space requirements. There is ample leeway to meet the particular needs of every station.

Your RCA Broadcast Sales Representative is ready to give you planning help like this—throughout your station! By all means, call him.

*Effective radiated power

**RADIO CORPORATION of AMERICA**
**ENGINEERING PRODUCTS DEPARTMENT** **CAMDEN, N.J.**

# "We like KWKH— it gets results"

## Says E. G. JOHNSON

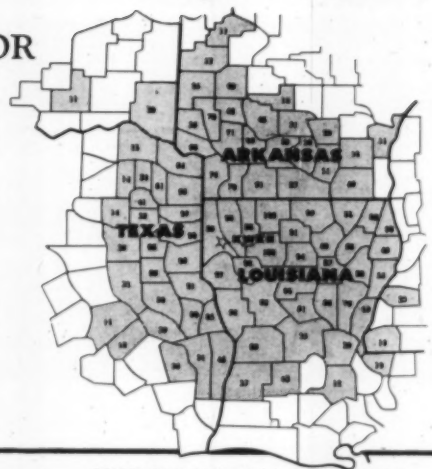
President, DeSoto Wholesale Grocery Co., Shreveport

### IMPORTANT LOUISIANA FOOD DISTRIBUTOR

"DeSoto" is one of the largest wholesale grocery firms in the Louisiana, Arkansas, Texas area. It travels twenty men, and its accounts include many nationally-known concerns. Mr. E. G. Johnson recently wrote us as follows:

**"Many lines carried by the DeSoto Wholesale Grocery Co. are advertised over KWKH. Several of these lines, including Mrs. Tucker's Shortening, Peacemaker Flour and Gladiola Flour, are exclusive with KWKH in this area. From these we get a very good idea of what the station can do and experience has shown us that it is most effective, not only in Shreveport, but throughout the area served by our firm. Yes, we like KWKH . . . *it gets results!***

**(Signed) *E. G. Johnson*"**




KWKH DAYTIME BMB MAP

*Study No. 2—Spring 1949*

KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

# KWKH

SHREVEPORT — Texas LOUISIANA Arkansas

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING

VOL. 41, No. 22 NOVEMBER 26, 1951

# WHAT'S THE FUTURE OF NETWORK RADIO?

## Guaranteed Listenership Is Step Toward Answer, NBC Says

NBC RADIO sales chiefs appeared confident last week that their new "Guaranteed Advertising Plan," offering what is termed history's first warranty that an advertising message will reach an audience of specific size [B•T, Nov. 19], constitutes "no-risk radio" for sponsors and will win quick acceptance.

"We expect to hang out the SRO sign soon," John K. Herbert, NBC vice president in charge of radio network sales, said in a letter explaining the radical sales departure to advertisers and agencies.

Under the plan, three half-hour shows are available in "Tandem Plan" fashion to three advertisers. Each gets a one-minute commercial in each show—and NBC guarantees to each advertiser that "an average of 5,300,000 advertising messages will receive attention in American homes each week." At least two participating sponsors are needed to get it started.

### Nielsen to Survey

A. C. Nielsen Co. has set up a special audit bureau to measure the extent of listenership. At the end of the 13-week cycle the Nielsen company will audit the series and NBC will rebate to the advertisers, on a pro-rata basis, if the average weekly number of delivered messages has fallen below 5,300,000.

Aside from the guaranteed-listenership feature, NBC officials pointed out, the cost-per-thousand to the advertiser is considerably below that of comparable printed media. Participation in the plan is offered at $14,600 per week, for both time and talent—or $2.75 per thousand messages delivered.

By comparison, NBC noted, "the nation's biggest weekly magazine" —*Life*—guarantees 5,200,000 circulation at a cost-per-thousand of $3.48 per black-and-white page. This $3.48 guarantees "just the opportunity to get attention," while NBC guarantees listenership —to the commercial, not just the program.

Open and closing billboards also will be provided each advertiser in each of the programs, but these do not count toward the 5,300,000 minimum guarantee. Similarly, messages in excess of 5,300,000 would also be "bonus."

Outlining the plan to newsmen on Monday, Mr. Herbert saw the plan as indicative of "faith in radio's advertising values" and as a means of letting prospective but worried-about-radio advertisers transfer their worry to NBC. It is not a "blythe venture" by the network, he said, conceding that "something can always go wrong" with any plan and that NBC "could get scorched"—but he didn't expect such a development.

NBC picked three programs to start the plan, but reserved the right to substitute others or increase the lineup if such moves should be indicated by the weekly checkups on listenership. The advertiser, Mr. Herbert made clear, is buying listeners, not "show business."

He thought it conceivable that, if the plan proves successful, NBC might become an "editorial type" of operation, with packages of similar-type shows being offered

*(Continued on page 175)*

## That's the Dominating Question At Boca Raton This Week

**USUALLY at this time of year the weather at Florida's plushy Boca Raton is warm and balmy and the resort occupied by well-heeled executives escaping business worries. This week, however, 450 officials of NBC and its affiliated stations will arrive in a bunch, bringing their economic problems with them. The weather outside the hotel may be sunny, but inside there's a chance of squalls. Biggest topic of discussion scheduled for the convention is NBC's economic plan which is viewed differently by different people: Favorably by NBC and reportedly most of those affiliates who have seen it; unfavorably by the all-industry Affiliates Committee (which may be drawing conclusions from inadequate facts), and as "premature" by NBC's competitor, CBS (see page 29).**

CLIMAXING NBC's celebration of its 25th anniversary, top officials of the network and its radio and TV affiliates converge at Boca Raton, Fla., on Wednesday for their three-day, fifth annual convention.

More than 450 representatives of the network and its 190 affiliated radio stations and 64 TV affiliates are expected to be on hand for the extensive canvassing of problems, plans and prospects in all areas of the affiliate-network relationship.

Most spectacular topic, in the prediction of many observers, will be NBC's far-ranging new basic economic plan, which Exectuive Vice President Charles R. Denny will review in the radio session Wednesday afternoon. The industry-wide Affiliates Committee has blasted the plan, but NBC officials say many of the committee's protests are based on misinformation and misconceptions and that affiliates with whom the plan's details have been discussed have reacted favorably.

What effect may result from CBS

*(Continued on page 28)*

# EXTRA TIME BUYS

## Budget Leftovers Make Feast

By FLORENCE SMALL

MANY radio and television stations will benefit from interim and yearend left-overs in the budgets of national advertisers, BROADCASTING • TELECASTING learned in a special survey made last week.

Although many advertisers make up their advertising budgets according to the fiscal year, which doesn't necessarily correspond with the calendar year, there are a number who do work on the regular calendar basis. The latter type of advertiser—in many cases—thus finds himself at the end of the year with some extra money. This is being plowed back in many instances in short-term campaigns, extended contracts, or the addition of new markets to already large lists of stations.

For example, Sinclair Refining Co., New York, will renew its 5-10-15 minute news program in at least 30 markets for an additional five weeks, effective Jan. 1 to cover the interim period during the time the 1952 budget is being compiled. The firm's radio spot list will run out at the end of the year but it is understood that the new 1952 budget will include a radio spot schedule which won't start until late January. Morey, Humm & Johnstone, New York, is the agency.

### Bayer Aspirin Buying

Bayer Co., New York (Bayer Aspirin), which is running a large spot announcement radio campaign throughout the country, is currently allocating its new budget. A spokesman for its agency, Dancer-Fitzgerald-Sample, New York, told BROADCASTING • TELECASTING that the new 1952 version will most likely include a renewal for all existing spot announcement contracts and in addition will add a television spot schedule to start early in January.

Vick Chemical Co., New York, through Morse International, same city, is currently preparing to add 10 markets to its present country-wide schedules starting Dec. 3. Contract is for its cough syrup and will run for 13 weeks.

Yearend plans of National Biscuit Co., New York (Nabisco), include a "bigger" spot radio campaign supplementary to its CBS Arthur Godfrey show. Most of the stations on the present spot list

*(Continued on page 173)*

## Boca Raton

*(Continued from page 27)*

Radio President Howard S. Meighan's branding of radio rate re-evaluation as "premature" (see story page 29) remained to be seen.

The convention is slated to open 10 a.m. Wednesday with a call to order by Carleton D. Smith, vice president in charge of station relations. The delegates will be officially welcomed by Board Chairman Niles Trammell, who also will present plaques to six stations which have been affiliated with NBC since its inception as a network 25 years ago. After a report by Jack Harris of KPRC Houston, chairman of the NBC Stations Planning and Advisory Committee, NBC President Joseph H. McConnell will make the keynote address on NBC's future in both radio and TV.

### Denny Leads Off

In the radio session Wednesday afternon, Mr. Denny will lead off with a discussion of the network's basic economic plan. His address will be followed by talks on various phases of NBC Radio operations, with the following as speakers: Charles C. Barry, vice president in charge of radio network programs; Henry Cassidy, director of radio news, special events and public affairs; John K. Herbert, vice president and general sales manager for the radio network, and Fred N. Dodge, director of merchandising.

NBC's newest departure in sales offers—its Guaranteed Advertising Attention Plan (see story, page 27) —will be detailed to the affiliates for the first time during this session by Mr. Herbert.

Television session is slated Thursday morning. To be opened by Sylvester L. Weaver Jr., vice president in charge of TV, it also will feature talks by Edward D. Madden, vice president in charge of television sales and operations; George H. Frey, vice president in charge of TV sales; Ruddick C. Lawrence, director of TV sales development; Brig. Gen. E. Lyman Munson, director of TV network operations; Robert E. Shelby, director of TV engineering; Charles Townsend, TV technical film director; Fred Shawn, director of TV production services; Joseph V. Heffernan, financial vice president; Frederic W. Wile Jr., vice president and director of TV network production; Robert Sarnoff, vice president and director of TV unit productions; Davidson Taylor, general production executive for TV, and President McConnell.

The radio and television affiliates will have their own meeting Thursday afternoon under the chairmanship of SPAC Chairman Harris. It is in the privacy of this session that the station officials may air, along with other problems, their views on the basic economic plan and also, in television, the "demands" a group of TV affiliates drew up in a meeting in Chicago in mid-October [B•T, Oct. 22].

Drawn for BROADCASTING • TELECASTING by Sid Hix

*"Had to cut down on expenses for this convention. NBC took me off the basic list."*

### To Discuss Questions

On Friday morning, network officials will convene with the affiliates to discuss the questions raised during the affiliates' private session.

Nightly entertainment programs, featuring network stars, have been arranged by Mr. Barry, to be topped with a banquet on Friday evening. Daily recreational schedules also have been planned for wives of the conventioneers.

## Pontiac One-Time Shots

GENERAL MOTORS Pontiac Division's plans for sponsorship of two one-time broadcasts on CBS Radio and two broadcasts of a series on Mutual [B•T, Oct. 22] were officially announced last week by the respective networks. The programs: *Broadway's My Beat* and *Hearthstone of the Death Squad* on CBS Radio on Dec. 1 and 6, respectively; and the Dec. 2 and 9 broadcasts of the *Nick Carter* mystery series on MBS. Agency for Pontiac is MacManus, John & Adams, Detroit.

# Three Chimes for NBC . . . . . AN EDITORIAL

WHEN THE first network program was broadcast on Nov. 15, 1926, there was no historic message transmitted, to be quoted today as NBC observes its 25th anniversary.

In retrospect, that unwritten message should have been: "What Hath Radio Wrought?"

The configuration of the world has undergone sweeping change in that quarter-century, largely because of the impact of radio. All of America, and, by dint of shortwave, all the world, has become a town hall. News is "published" with the speed of light. Sermons are preached to an entire nation. The schoolhouse extends from coast-to-coast. All the nation is a theatre. And, beyond the horizons, a Voice of America debates with a Voice of the Kremlin, in a globe-girdling battle of ideologies.

Thus, the advent of NBC's 25th anniversary serves as a somewhat startling reminder. In November 1926, when NBC broadcast its first "network" program over a 25-station hook-up, the domestic radio audience totaled a scant five million families. NBC's parent, RCA, then had in mind the development of a market for radio receivers, which the year before had reached the "plug-in" stage of development, eliminating use of batteries.

David Sarnoff years before had foreseen that little "music box" in the home. But it is doubted whether even he, or Owen Young, or "Deac" Aylesworth, NBC's first president, envisioned the revolution of world economy and affairs that radio was destined to set off.

When NBC began network transmission, television was a word as yet unknown to anyone except a scant few electronic scientists. FM was uncharted. Remote pickups were made with crossed fingers. Rebroadcasts were unknown.

Today's 42 million radio families and the more than 12 million TV families listen to NBC programs on 180-odd affiliated stations and watch NBC television on 63 outlets. World news roundups, with reports direct from the scene, are regularly scheduled features. Newspapers are read today largely to supplement news heard earlier by radio.

NBC, as the first regularly scheduled network (the first *two* networks, if one considers the Red and Blue as distinct entities), deserves credit for many of broadcasting's innovations and much of radio's progress. From its cross-country broadcast of the Rose Bowl Game on New Year's day, 1927, and its first nationwide transmission of Grand Opera—"Faust," on Jan. 21, 1927—NBC has sought to serve the public's diverse taste in every branch of information, entertainment and enlightenment.

When NBC was organized, its purpose was proclaimed "to provide the best programs available for broadcasting in the United States and to secure their distribution over the widest possible area."

In the ensuing 25 years, NBC's founding fathers, and its executives and operating personnel, have never lost sight of that precept. And, on innumerable occasions, they have gone beyond.

There are tribulations in any art, pursuit or business having the jet-propelled attributes of network operation. NBC has had its share of them. These are but growing pains, because the future looms many times larger than even the glorious past.

So, all together: Three chimes for NBC on its silver anniversary and three more to speed it on its way along the next quarter century.

**A SPECIAL report on NBC's 25-year history appears in this issue. Topics of articles and pages where they begin:**

**General story on company development and top management: Page 59.**

**Leading programs through the years: Page 62.**

**Advertiser roster: Page 64.**

**Biographical sketches of vice presidents: Page 66.**

**The owned and operated stations: Page 68.**

**Radio engineering: Page 70.**

**Chronology, 1926-1951: Page 124.**

**NBC television history: Page 144.**

**Television engineering: Page 149.**

# RE-EVALUATION OF RATES

## CBS Terms 'Premature'

By RUFUS CRATER

IN AN EVIDENT bid to counter NBC's current radio rate adjustment project, CBS Radio President Howard S. Meighan last week branded rate re-evaluation now as "premature" and dependent on "obsolete data."

In a statement being released today (Monday), patently calculated to bolster the recalcitrant all-industry Affiliates Committee and any others contesting NBC's rate readjustment program, he said that to adjust rates on the basis of out-of-date information would work "a disservice to advertisers and stations alike."

He pointed out that CBS Radio has taken steps to secure new information on current station circulation patterns and said that "only when the new data are available can the stations and networks take constructive steps in a thoroughly realistic re-evaluation of radio."

Mr. Meighan's statement was released virtually on the eve of the NBC affiliates convention, which opens Wednesday and CBS Radio officials appeared certain its effect upon the affiliate's assembly would be electric.

They expected it to be received as welcome ammunition by the Affiliates Committee, headed by WTIC Hartford's Paul W. Morency, which only a fortnight ago condemned NBC's formula-plan of reappraising the network rates of affiliates [B•T, Nov. 12], along with other features of the NBC basic economic plan.

NBC on the other hand has contended that consultations with affiliates thus far have produced satisfactory results, with "practically complete acceptance" by stations broached to date [B•T, Nov. 19]. Basic features of the formula have been made public, but not to the extent that a station can figure out how its own rate would be affected [B•T, Nov. 5].

### Stations Informed

The network is apprising affiliates of the full details and effect in station-by-station conferences. Some station rates go up under the formula; others go down. Overall, the individual station changes average out to mean substantially no change in NBC's full-network rates.

Mr. Meighan did not mention NBC by name and did not say flatly that its rate re-evaluation project uses obsolete information. Rather, he said station values cannot be re-evaluated fairly without current information—and that the only available county-by-county circulation data are three years old. (This would be BMB's 1949 study.)

Mr. Meighan made clear that his observations on rate reappraisals form only Part One of CBS Radio's answer to NBC's basic economic plan.

"In the next few weeks," he said, "several new" advertising policies will be announced, "adding to the long list of special advertising opportunities pioneered by CBS Radio." He said they will "create new and more efficient ways to use network radio — and develop new elasticity in the selection of network facilities."

This description of new policies —they are expected to be announced about Dec. 3 [CLOSED CIRCUIT, Nov. 19]—would indicate that while CBS Radio may please the all-industry Affiliates Committee with its views on rate re-evaluation at this time, it is also in a position to arouse the committee's displeasure with some of its new sales devices.

The committee has made clear that its objections to NBC's basic economic plan apply also to "any similar plan that may be proposed." To what extent CBS Radio's changes will meet the committee's definition of "similar," of course, remains to be seen.

In condemning rate readjustments as "premature," the CBS Radio chief said the only county-by-county data on station circulation are "now three years old" and that the 1949 BMB report fails to reflect a number of "changing elements" which "have a substantial influence on individual station circulation patterns."

Among these he cited 400 new radio stations which, he said, have commenced operation since the BMB study was made; "tremendous shifts in network programming"; shifts in population centers; TV's "uneven development," and "hundreds" of changes in the facilities of radio stations and changes in their network affiliation.

While up-to-date information is not available now, he maintained, the new Standard Audit & Measurement Service Inc. is undertaking to gather current data—and CBS Radio, he said, "is the first network to subscribe to this new industry study" [B•T, Nov. 5].

### Meighan Statement

Text of Mr. Meighan's statement:

**At recent regional meetings, our affiliated stations have asked if the CBS Radio Network plans any basic, over-all re-evaluation of station rates.**

**Our answer is that such a re-evaluation is premature.**

**No one can fairly re-assess station values throughout the nation without up-to-date information on station circulation with county-by-county facts.**

**The only data of this sort are now three years old. The 1949 BMB study does not measure the 400 new radio stations that have come on the air in the past three years. At least equally important, it does not reflect the tremendous shifts in network programming; nor the varying changes in population; nor the uneven development of television; nor the hundreds of facilities changes and new network affiliations made since 1949.**

**All of these changing elements have a substantial influence on individual station circulation patterns.**

**To use obsolete data as the basic part of a nation-wide yardstick is, we think, a disservice to advertisers and stations alike.**

**On the other hand, a plan is already under way to develop new and up-to-date information about current station circulation patterns. The data will be gathered by Standard Audit & Measurement Services Inc., as the successor to the industry's Broadcast Measurement Bureau. This county-by-county study will go into the field in the next few months.**

**CBS Radio is the first network to subscribe to this new industry study because we believe that only when the new data are available, can stations and networks take constructive steps in a thoroughly realistic re-evaluation of radio.**

**Beyond this, we plan in the next few weeks to announce several new policies, adding to the long list of special advertising opportunities pioneered by CBS Radio. These announcements will create new and more efficient ways to use network radio—and develop new elasticity in the selection of network facilities.**

# MBS STATUS

## *May Hinge on WOR Merger*

"THE DAYS of the Mutual Broadcasting System as a cooperatively-owned network may be considered numbered."

That statement, by an executive close to General Tire management, sums up current speculation in the broadcasting faternity on the future of MBS. It follows last week's filing with the FCC of the merger application of Macy-owned WOR-AM-FM-TV New York with General Tire & Rubber Co.'s Thomas S. Lee Enterprises, which owns the Yankee and Don Lee networks [B•T, Nov. 19, Oct. 15].

Although there is nothing in the merger application about MBS—since the network itself does not own any stations—the fact that FCC approval would give General Tire 58% ownership of MBS has again brought to the fore speculation on the future of that network.

Although the by-laws of MBS forbid any one entity voting more than 30% of the stock, they could be changed. In that case MBS would cease to be a cooperatively-owned network.

It seems unlikely that General Tire would agree to vote only 30% if, in fact, it owned 58% of MBS, in the opinion of some observers.

General Tire's 58% is the result of its acquisition of Yankee Network about five years ago, and of Don Lee last year, each of which owned 19.3% of MBS stock—plus another 19.3% which it would acquire if the merger with the Macy radio-TV properties is approved by the FCC.

Other owners of MBS are the *Chicago Tribune* (WGN), 19.3%; United Broadcasting Co. (WHK Cleveland, WHKC Columbus and WHKK Akron), 10.4%; Pennsylvania Broadcasting Co. (WIP-Benedict Gimbel Philadelphia), 6.1%; Western Ontario Broadcasting Co. (CKLW Windsor-Detroit), 6.1%.

### No Talks Held

Actually no discussions have been held among the stockholders of MBS. That the question of control must be faced has been acknowledged by all of them.

Among the possibilities for the future of MBS are the following:

● MBS remains as it is—but with General Tire acknowledged as the principal stockholder.

● MBS merged with Thomas S. Lee Enterprises Inc., the holding company for General Tire's radio-TV properties. This would put it in the same category as the other three major networks in that it would own AM, FM and TV stations in its own name as well as engage in network operations. A corollary of this would be for MBS to be merged with General Tire outright.

From reliable sources it was indicated that no matter how the corporate setup of MBS is resolved, the O'Neils—who own both General Tire and Thomas S. Lee Enterprises—would want the other present owners to remain associated in the network.

Part of the speculation involves MBS going into television networking. Since approval of the merger with the Macy interests would give General Tire three TV stations—WNAC-TV Boston, KHJ-TV Los Angeles and WOR-TV New York—some observers see the nucleus of network telecasting. If WGN-TV Chicago remains in the network, they feel sure that a TV network is a certainty. Others are dubious and point to the fact that TV networks are still far from the black while stations are the money-makers.

Merger of Macy-owned General Teleradio Inc. with Thomas S. Lee Enterprises is costing the latter $3,850,000. In addition, R. H. Macy & Co., owner of the famed Manhattan department store and others in Newark, N. J., Atlanta, Toledo, San Francisco and Kansas City, will get a 10% interest in Thomas S. Lee Enterprises.

Terms, as disclosed in the application filed with the FCC, show

*(Continued on page 174)*

# McDONALD LEAVES ABC Joins NBC Jan. 1

JOSEPH A. McDONALD, ABC vice president, secretary and general attorney, will move to NBC on Jan. 1 in "an important executive position," NBC President Joseph H. McConnell announced Friday.

His exact assignment was not delineated—and is not expected to be until after NBC's Dec. 7 board of directors meeting—but it was understood he would be a general executive operating in both radio and television. His background—including extensive experience in the business, labor and licensing fields—led to the assumption that his responsibilities would include some of those formerly assigned to John H. McDonald, who resigned as vice president and treasurer last summer [B•T, June 11]. Joseph V. Heffernan is NBC vice president for finance.

Widely known in the radio and television field, where he has served for more than 20 years, Mr. McDonald was previously with NBC from 1931 to 1945, when he resigned as assistant general counsel to take the post of general attorney for ABC.

ABC President Robert E. Kintner announced that Mrs. Geraldine B. Zorbaugh, assistant general attorney and assistant secretary, has been named acting general attorney for the network.

Through service on major NAB and industry committees, Mr. McDonald has won recognition as an expert on labor relations and in various other fields of negotiations. He is credited with a key role in the development—after the conferees appeared to have reached a stalemate—of the formula now used in allocating usage of AT&T's inter-city TV facilities among the various networks and other users.

Mr. McDonald joined NBC's legal department in New York in the fall of 1931 after being associated with the law firm of Hunt, Hill & Betts, also in New York, for almost three years. In 1937 he transferred to NBC's Chicago quarters as Central Division attorney, in which role he was especially active in sales and labor relations work. He returned to New York in 1943 as assistant general counsel, continuing in that post until he moved to ABC in the spring of 1945. He became ABC vice president Nov. 15, 1946.

He has been prominently identified with a number of NAB committees, including employe-employer relations; legislative; industry-music, which negotiated recording and television agreements with American Federation of Musicians; and the music advisory committee which negotiated TV licenses with ASCAP. He also has been a director of BMI since 1945, and was on the board of Television Broadcasters Assn. for two years prior to NARTB's assumption of TBA functions.

Born in New York in 1903, Mr. McDonald was graduated from Webb Institute of Naval Architecture in 1924, and received his LLB degree from Fordham Law School in 1928 and his LLM from New York U. in 1929. He is admitted to practice in Illinois and New York, and is a member of the Communications Committees of the American Bar Assn. and the New York County Lawyers Assn. He also is chairman of the copyright committee of the Assn. of the Bar of the City of New York, and a member of the Federal Communications Bar Assn.

He is married to the former Louise Cruger Muth and they have

*(Continued on page 42)*

Mr. McDONALD

## BURKE RESIGNS

### Veteran Leaves WBAL-AM-TV

HAROLD C. BURKE today announced his resignation as manager of WBAL-AM-TV Baltimore and as vice president and director of Hearst Radio Inc. The resignation is effective Dec. 31. His successor was not immediately announced.

Mr. Burke is a veteran of the Hearst Radio organization. He first went into radio in 1930 while working on the Milwaukee *Wisconsin News*. The newspaper, which owned and operated WISN Milwaukee, appointed him sales manager of the station. Later, he became general manager. In 1935 he was moved to WBAL as sales adviser. After several months he moved to KTSA San Antonio where he worked with Elliott Roosevelt who was in charge of all Hearst Radio operations in the Southwest. In 1938 he returned to WBAL as manager. Under his management, the station's power was increased from 10 kw to 50 kw in 1941, network affiliation was changed to NBC and WBAL-TV put in operation.

Mr. Burke

Mr. Burke plans to take an extended vacation after which he will announce his future plans.

## ABC IN BLACK

### Net Income Is $77,000

MOVING out of red ink for the comparable period of 1950, net income for ABC and its subsidiaries for the nine months ending Sept. 30, after federal income taxes were deducted, reached $77,000, it was announced Friday.

The network reported a loss of $877,000 for the comparable period of 1950. Gross earnings—minus discounts, returns, and allowances—for the quarter ending Sept. 30 this year were $12,736,347.

## MAB ELECTS

### Meagher Named President

JOHN MEAGHER, KYSM Mankato, was elected president of the Minnesota Assn. of Broadcasters at the association's first meeting, held last Monday in Minneapolis. Others elected were F. Van Konynenburg, WTCN Minneapolis-St. Paul, vice president, and M. M. Marget, KVOX Moorhead, as secretary-treasurer.

Jim Faber, secretary to Governor Anderson, attended to arrange for cooperation between the governor's office and the broadcasters' association. The meeting suggested to Mr. Faber that the call letters of all Minnesota stations and their frequencies be printed on the new state road maps. It also was voted to aid the promotion of an American Composers Contest to be conducted by BMI, by donating prizes.

## DORRELL TO BLAIR

### Leaves Hooper Jan. 1

WARD DORRELL, vice president of C. E. Hooper Inc. for 8½ years, on Jan. 1 will join John Blair & Co. as research and program consultant, John Blair, chairman of the station representative firm, announced Friday. Mr. Dorrell will make the Blair New York office his headquarters.

Mr. Dorrell

Commenting on the appointment, Mr. Blair noted that as radio has become more competitive, outstanding programming at the local level has become more vital to the success of the radio station. Program ratings of one sort or another produced by the various research services provide one major check on the effectiveness of local programming, he pointed out. Mr. Blair added that authoritative counsel on research problems would be welcomed by Blair stations at this time when the introduction of new services and techniques into the industry has made the research field itself much more complex.

A veteran of the broadcasting business, Mr. Dorrell served in various program and sales positions at midwestern stations for a number of years before becoming manager of the Westinghouse stations, WOWO and WGL, both Fort Wayne, in 1935. In 1939 he joined the Blair organization in Chicago as an account executive and subsequently moved to the Paul H. Raymer Co. in the same capacity.

In 1942 Mr. Dorrell entered the agency field as radio director and account executive of Henri, Hurst & McDonald, Chicago. The following year he joined C. E. Hooper Inc., where in recent years he has been vice president in charge of station relations.

## WOOD PROMOTED

### To Ft. Industry Post

ROBERT C. WOOD, account executive and radio-TV director of Victor Van Der Linde Co., New York, has been named midwest national sales manager of the Fort Industry Co., Lee B. Wailes, vice president in charge of operations, announced last week.

Mr. Wood

Mr. Wood's appointment follows the recent death of Reynold (Ren) Kraft, manager of the midwest office of the Fort Industry Co. in Chicago [B•T, Nov. 12].

Associated with radio sales and advertising since 1934, Mr. Wood started with WOR New York, and was transferred to Chicago in 1937 to manage the station's western sales office.

He served for more than two years with the 80th Infantry Division during World War II, receiving the Combat Infantry Badge, Bronze Star, Purple Heart, and Presidential Unit Citation.

Returning to the New York offices of WOR after the war, Mr. Wood became an account executive, director of program sales, and commercial program director, and won acknowledgement for new business sales. He left WOR in 1949 to become vice president in charge of sales for Radio Features Inc., opening New York offices for the company. He has been associated with the Victor Van Der Linde Co. since last year.

## Lever Signs ABC

LEVER BROS., New York (No Rinse Surf), will sponsor *Joyce Jordan, M. D.*, Monday through Friday, 3:30-45 p.m., on ABC Radio effective Dec. 10. Contract placed by N. W. Ayer & Son, New York, is for 52 weeks on the full ABC Radio Network.

# RADIO CODE CLUB?

## TV Parallel Posed

By J. FRANK BEATTY

ADOPTION of an enforcement club in the NARTB radio code (Standards of Practice) entered the TV code picture last week as final NARTB board action loomed on the video document.

Adoption of a TV code by the board raised the point that a similar penal clause may be necessary for the parallel radio standards. The prospect developed at the organization meeting of the Maryland-D. C. Radio & Television Broadcasters Assn., held Wednesday in Baltimore.

The issue was brought up in a question-answer session held between some two-score broadcasters and NARTB President Harold E. Fellows.

Now in its fourth year, the present radio code consists of recommended program and advertising standards but it carries no club to insure adherence to these provisions.

Ewell K. Jett, vice president of WMAR (TV) Baltimore and a former member of the FCC, raised the penalty point in an exchange with Mr. Fellows on the penalty section of the TV code, a section that has drawn praise for its disciplinary potential and opposition because of its purported "kangaroo court" procedure. (see separate story on TV code page 139).

A greatly revised enforcement section based on grievance committee procedure was advocated by Mr. Jett instead of the seal-revoking tribunal in the code submitted to the NARTB TV board Dec. 5-7 for final action.

### Reviews History

President Fellows explained the background of the TV code, describing the Benton legislation with its radio-TV advisory board as "the most dangerous legislation the industry has ever faced."

The TV board will discuss the penal section at length in December, he said, and decide what form it will take.

"Television will have to save itself in the next two years or the government will do it," he said. "One purpose of the code is voluntary organization on an almost unanimous basis to assure that television operators realize their potential and show they operate as a constructive force for good."

Then Mr. Fellows posed this rhetorical question, "What do you do to see that the code is lived up to?"

"Hence the emblem and the policing agency," he said.

"Every piece of legislation that affects television will affect radio equally," he warned, referring to the Benton proposals and other efforts to impose censorship.

Here he sounded his suggestion that adoption of a TV penal agency might lead to a parallel enforcement weapon in the radio standards, concluding with this statement, "Maybe we'll have to dust off the radio code."

Mr. Jett first made the point that the penal clause in the TV code involves "life or death power" over television. "Some of us are in favor of the general provisions but don't like the 'Good Housekeeping' seal of approval and the board of review," he said.

President Fellows conceded there is strong feeling on the subject of policing stations, explaining the review committee would decide if station procedure lives up to the code. The committee would report to the board, which would decide what to do about it after a hearing for the network or station.

That brought from Mr. Jett the feasibility of paying a fee to take chances that wouldn't exist if the station didn't subscribe to the seal and didn't pay for the privilege. Mr. Fellows called this "a practical way to look at it."

Mr. Jett argued the penalty powers should not be invoked while the FCC freeze continues. "I question the wisdom of this stringent action before TV is a truly effective national medium," he said. "Why couldn't stations meet with the review committee on a confidential basis. If station and review committee can't agree, set up a grievance procedure so 99% of the problems will be handled on a confidential level between review committee and the respective stations.

"Set up a board of three, one selected by the station, one by the NARTB committee and one selected by both. It would be foolish for a station to continue objectionable programming in the face of a decision by the three-man group.

"Stations should have an opportunity after final action is taken to submit a report to the NARTB for its files. If there is ever any publicity about any complaint, the station's report should be released in its entirety."

NARTB's television staff, under TV director Thad Brown, is considering proposed changes in the code on the basis of suggestions submitted Oct 19 at the NARTB TV membership meeting [B•T, Oct. 22] as well as ideas turned in by attorneys and other interested agencies. The code will be principal item on the TV board's agenda when it meets next month in Washington.

# MARYLAND-D.C.

## Broadcasters Assn. Holds First Meet

BROADCASTERS are properly recapturing control over the time and facilities from agencies and advertisers, according to Wilbur VanSant, president of VanSant, Dugdale & Co., Baltimore agency placing an estimated $5 million a year in advertising.

Addressing the organization meeting of the Maryland-D. C. Broadcasters & Telecasters Assn. at Baltimore Wednesday (see story this page), Mr. VanSant said it is "eminently right for stations to sell programs and time and not permit advertisers to tamper with them."

Top agency executives agree that an agency is not competent to decide what entertainment should be given listeners or viewers, he said, but rather should decide what kind of commercials will sell goods.

He congratulated radio on its "fantastic coverage of American homes" and called for continued efforts to maintain good taste on radio and TV. He said magazines have "traded up" American tastes by raising their standards.

Since the war two radios have been sold for every home in the nation, he said. He advised broadcasters that agencies want dependable audience research and competent handling of advertising materials. He urged wider use of the 2% cash discount.

The Maryland-D. C. stations set up a formal association Wednesday, following the state association pattern. Some 30-odd stations agreed to join the group.

John E. Surrick, WFBR Baltimore, was elected first president of the new association. Charles J. Truitt, WBOC Salisbury, was elected vice president, and Charles E. Smith, WTBO Cumberland, secretary-treasurer. Joseph L. Brechner, WGAY Silver Spring, was named chairman of the membership committee.

The slate of top officers was submitted by a committee comprising William Paulsgrove, WJEJ Hagerstown; H. Shelton Earp Jr., WBMD Baltimore, and Gene Juster, WRC-WNBW (TV) Washington.

Mr. Truitt presided as temporary chairman of the new association. In his keynote talk he called on broadcasters to meet industry pressures from competitors, advertisers and public agencies and to get rid of their inferiority complex.

Harold Fellows, NARTB president, delivered the main address of the morning session. He made a plea for industry unity and called on broadcasters to develop their stature and power to the point they will be able to say, "Senator Benton, stop tickling us." Without unity broadcasters "will be legislated out of business," he warned.

### Scores Rate Slashing

Mr. Fellows struck out at rate-cutting in harsh terms, declaring such tactics hurt the station and the industry more than competitors. He was replying to a question by Robert S. Maslin Jr., WFBR Baltimore. He also lashed the practice of double billing.

One of radio's primary needs, Mr. Fellows said, is a logical structure on which to base rates. He added that the Affiliates Committee, industry group fighting network rate-cutting practices, is working on this problem. He recalled that program and audience rating originally were established to show trends, not specific listening. "We need a way of evaluating radio that will give status to every station," he said in reply to a query by Mr. Surrick.

## 'Deer Radio'

AN ARKANSAS wildlife authority has good reason to believe "wherever you go, there's radio"—in fact, he's adopted the slogan for his own program. Tom Mull, educational director, Arkansas Game & Fish Commission, happened upon a deer hunter in a secluded area with gun poised and a portable emitting news and weather reports. Deeply interested, Mr. Mull now signs off his weekly radio programs on 34 stations with the familiar slogan.

# VOD COUNSEL

## Arnoux Is Appointed

CAMPBELL ARNOUX, WTAR-AM-TV Norfolk, Va., last week was named broadcast advisor to the Voice of Democracy Contest, annual radio contest for high school students staged by NARTB, Radio-Television Mfrs. Assn. and the U. S. Junior Chamber of Commerce.

Mr. Arnoux

In announcing the appointment, NARTB President Harold E. Fellows said the contest has become so large that NARTB members on the working committee feel the need of counsel from an experienced broadcaster. Mr. Arnoux is a member of NARTB's TV board and a former member of the radio board. He will work with Robert K. Richards, NARTB public affairs director and chairman of the Voice of Democracy Committee.

The four finalists now being selected in VOD eliminations will be awarded trips to Washington and $500 scholarships. The scholarships will be presented Feb. 22 in Washington. Large numbers of radio and TV sets have been donated by set manufacturers and distributors for contest winners in communities and states as well as the national finalists.

# Radio Tastes Sweet

## . . . To Shreveport Syrup Co.

THINGS were tough all over for syrup manufacturers, back in December 1948.

John R. Murphy, owner of the Shreveport Syrup Co., makers of Johnnie Fair syrups, decided he would have to do something to make the business pay or else go into some other line.

So he went to KWKH Shreveport and told his story. He would take a headfirst plunge into radio by risking the cost of a six-month campaign. If that didn't click—well, it would hurt but he would have to abandon the business he had bought from the original owners in 1941 after having started as an office employe in 1934.

The company had been founded in 1925, distributing through retail groceries in the Shreveport area. The venture grew substantially. When Mr. Murphy got a job at the plant in 1934 he worked through purchasing, operating, marketing and managing, finally becoming owner-manager.

Sugar was rationed so syrup sold easily during World War II and there was a market for all the Johnnie Fair that could be produced. The main problem at that time was finding necessary materials to meet the demand.

With the end of rationing, conditions changed and it became necessary to get out and sell syrup. Mr. Murphy gradually increased his advertising budget, using newspapers almost exclusively. Conditions didn't improve and in March 1947 he tried a test radio campaign, using announcements. Then he tried a farm news program. By October all advertising was canceled after an expenditure for the year of $26,295.

In 1948 only $6,500 was spent on Johnnie Fair advertising—not much advertising but a lot of money for a business that wasn't making any profit.

By December of that year Mr. Murphy was ready to take a chance and he asked KWKH what it could suggest. His greatest market was among small town and farm families. B. G. Robertson, KWKH commercial manager, suggested a live hillbilly show in the early morning when the station reaches a large rural audience. Mr. Murphy agreed and in January, 1949 Hank Williams, now one of the nation's top hillbilly stars, started a quarter-hour strip at 7:15 a.m.

*Johnnie Fair Booth at Louisiana State Fair*

* * *

The show caught on and sales began to pick up quickly. Hank offered listeners his picture in return for a Johnnie Fair label and in a short time 10,000 labels had come in from the audience.

Next step was to organize The Syrup Sopper's Club, with a membership card offered in return for a label. This brought more than 8,000 responses. Several months later Red Sovine, another KWKH folk artist, replaced Hank Williams, and each month Johnnie Fair sales continued to improve.

* * *

AT the end of 1949 Mr. Murphy found he had spent a total of $20,214 in advertising, the major portion in radio. The result: Sales were 38.5% over 1948 (on a unit basis).

John Murphy was impressed. If one quarter-hour show was that good maybe two shows would be twice as good, he reasoned. And that's how Johnnie Fair got into *Groovie's Boogie*, beamed to negro listeners. The disc show had been on the air two years with a top daytime rating. Ray Bartlett is disc jockey.

Sure enough, the Murphy logic was correct. Unit sales started upward, running 47.4% over 1949 or 102.7% for the two-year period (see table). Advertising expenditure for 1950 was $32,346, about 80% of it going to radio, and Shreveport Syrup Co. showed a substantial profit.

**How Radio Has Increased Johnnie Fair Syrup Sales**

| | 1948 (% Increase Over 1948) | 1949 (% Increase Over 1949) |
|---|---|---|
| 1st Quarter | 26.6% | 35.1% |
| 2nd Quarter | 28.6% | 54.1% |
| 3rd Quarter | 45.2% | 90.6% |
| 4th Quarter | 59. % | 5.4% |
| Annual Total | 38.5% | 47.4% |

**Total Sales, 1950—102.7% over 1948**

**NOTE—A. Percentages are in units of merchandise, not dollars volume. B. Advertising began in January, 1949 over KWKH 100%. C. 75 to 80% of total advertising expenditures currently are radio, with over 50% of radio expenditures on KWKH.**

During the past year Mr. Murphy has been expanding his distribution area, depending largely on radio to open new markets for Johnnie Fair. He has spread to several stations outside of Shreveport, going out into Arkansas and Mississippi. Two stations carry the Red Sovine program on tape and another takes *Groovie's Boogie* the same way.

Sales increased steadily during the first nine months of 1951, based on an advertising budget of $36,000. Now wise in the ways of radio and keenly aware of its sales power, Shreveport Syrup Co. is devoting 95% of the current budget to broadcasting.

The Johnnie Fair campaigns lead to numerous merchandising tieups. Both Red Sovine and Ray Bartlett

*(Continued on page 174)*

* * *

**CONTRACT RENEWED by Shreveport Syrup Co. for KWKH advertising for Johnnie Fair Syrup, with John R. Murphy, owner of firm, wielding pen. Standing (l to r): Fred Watkins, KWKH commercial department Ray Bartlett, emcee of *Groovie's Boogie;* Red Sovine, hillbilly performer, and B. G. Robertson, KWKH commercial manager.**

# RADIO'S IMPACT

## *Shown in BAB-ARBI Surveys*

DETAILS on certified surveys demonstrating radio's effectiveness in drawing customers into retail stores were presented by BAB officials in key eastern and midwest markets last week coincidentally with distribution of them to BAB members throughout the nation.

The bureau's presentation, called "Count Your Customers," consists of complete data on 50 point-of-sale surveys conducted by the Advertising Research Bureau Inc. to measure relative effectiveness of radio and newspapers as advertising media.

In disclosing total findings of the 50 surveys to newsmen in a preview on Monday, Kevin B. Sweeney, BAB general promotion and sales manager, disclosed—without elaboration—that one survey also has been made comparing radio's effectiveness with TV's. He said that, though the results have not been announced, they showed radio ahead by two and one-half to one. The survey was made in Washington, D. C., he reported.

### Stresses Advertising Value

"Count Your Customers," Mr. Sweeney explained, is not primarily a radio vs. newspapers presentation, but rather emphasizes the importance of advertising—68.5% of those questioned in stores indicated they came because of special advertising either by radio or by newspapers, or both, while 73.3% of the sales were attributed to one or both.

Radio comes out ahead, nevertheless—and it was made clear the presentation is intended to help radio get more nearly its fair share of the retailers' advertising dollar. The audience dependent on radio advertising, the studies showed, is larger than that which is dependent on newspapers. And especially in the percentage of dollar volume attributable to one or the other of the media, radio showed its excellence.

For the surveys, ARBI arranged with stores to set up similar appropriations for radio and newspapers, and then queried customers as to which medium was the source of their information about the sale. Overall results of the 50 studies summarized in "Count Your Customers" were shown by BAB according to product group: Women's wear (accessories and shoes); men's wear; and furniture, appliances and housewares. The total results by product category:

Women's wear (accessories and shoes; 23 studies)—the mean percentage of customers who said they heard of the sales offerings via radio was 30.9%; by newspapers, 24.8%; by both radio and newspapers, 10.8%, and by other means, 33.5%. Among the actual buyers in this group, the mean percentage who had learned via radio was 56.1%; by newspapers 52.1%; by both 58.6%; by other means 45.8%. Of the total dollar volume spent, the mean percentage attributed to radio advertising was 32.4%; to newspapers 26.2%; to both 12.6%, and to other means 28.8%.

Men's wear (five studies)—those who heard via radio, 39.1%; by newspapers 18.4%; by both 7.9%; by other means 34.6%. Of those who spent, 77.6% heard via radio; 80.3% via newspapers; 84.9% by both, and 73.9% by other means. Of the actual dollar volume of expenditures, the mean percentage attributable to radio was 41.1%; to newspapers 18.9%; to both 7.5%, and to other means 32.5%.

Furniture, appliances and housewares (22 studies)—mean percentage of total traffic who heard by radio 35%; by newspapers 25.4%; by both 10%; by other means 28.7%. Mean percentage of traffic who purchased: Of those who heard by radio 45%; by newspapers 44.9%; by both 49.1%, and other 32.4%. Mean percentage of total dollar volume purchased attributable to radio 39%; newspapers 28.4%; both 11.3%; other 23.3%.

The 50 surveys in "Count Your Customers" were made by ARBI in 45 stores in 25 towns and cities. The presentation was distributed to the approximately 930 BAB member stations starting Wednesday, with additional copies available to members for their salesmen, advertisers or agencies at $7.50 per copy ($5 per copy in orders of five or more).

### Other Sessions Held

Coinciding with the mail distribution to members, BAB executives held indoctrination sessions with member stations in a number of markets, via joint meetings of the sales staffs of all BAB stations in each area. BAB President William B. Ryan conducted a meeting of this type in Washington on Tuesday and was slated to hold a similar one in Baltimore later.

Mr. Sweeney held a meeting in Detroit Tuesday and in Cleveland Wednesday, while BAB's local promotion manager, John F. Hardesty, delivered the presentation in Buffalo and Pittsburgh on those days. Lee Hart, Chicago representative in charge of retail advertising for the Bureau, conducted similar sessions in Chicago and Indianapolis.

The Chicago presentation on the ARBI studies was given Tuesday morning in WGN's studios before 45 salesmen. BAB stations represented included WBBM, WMAQ, WENR, WJJD, and WGN, Chicago; WEAW (FM) and WNMP Evanston; WOPA Oak Park, WKRS Waukegan and WWCA Gary.

**SHAKING hands after WFMJ Youngstown, Ohio, signed affiliation contract with NBC are Len Nasman (left), WFMJ sales manager, and Carleton D. Smith, vice president in charge of stations relations for NBC. Affiliation will become effective Dec. 1. William F. Maag Jr. is president and general manager of WFMJ Broadcasting Co. Negotiations were completed in New York by WFMJ with Mr. Smith; Norman Cash, NBC director radio station relations, and Paul Hancock, assistant director, NBC radio station relations.**

## Renames Edson Rose

LOMBARDO WINE Co., Chicago, names Charles Edson Rose Agency, same city, to handle its account again. Radio has been used sectionally. Mr. Rose is account executive.

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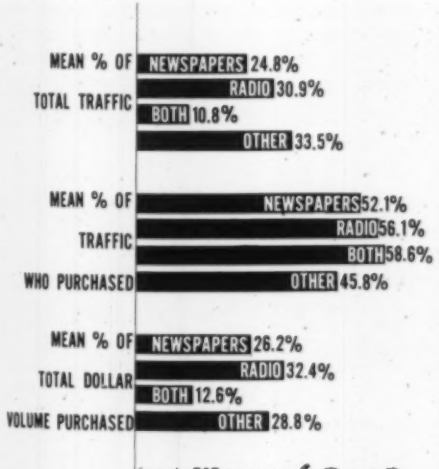
**total results of 23 ARBI studies**

WOMEN'S WEAR: ACCESSORIES & SHOES ADVERTISING




from the BAB presentation *Count your customers*
a comprehensive study and analysis of
50 ARBI studies MEN'S WEAR,
WOMEN'S WEAR, ACCESSORIES & SHOES: FURNITURE, APPLIANCES & HOUSEWARES.

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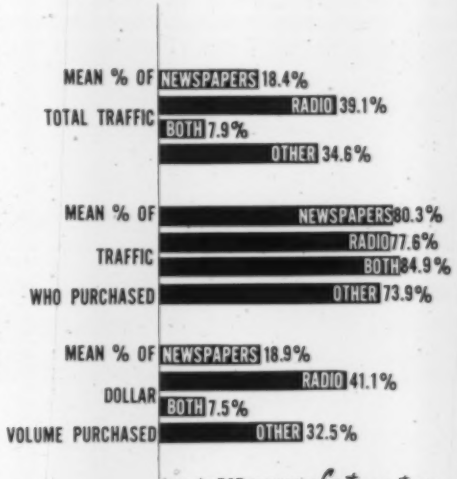
**total results of 5 ARBI studies**

MEN'S WEAR ADVERTISING

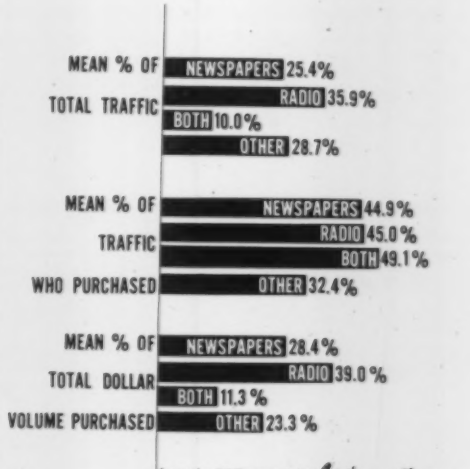



from the BAB presentation *Count your customers*
a comprehensive study and analysis of
50 ARBI studies on MEN'S WEAR,
WOMEN'S WEAR, ACCESSORIES & SHOES: FURNITURE, APPLIANCES & HOUSEWARES.

• • •

**total results of 22 ARBI studies**

FURNITURE, APPLIANCES & HOUSEWARES ADVERTISING




from the BAB presentation *Count your customers*
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50 ARBI studies on MEN'S WEAR,
WOMEN'S WEAR, ACCESSORIES & SHOES: FURNITURE, APPLIANCES & HOUSEWARES.

# IN REVIEW

**SEE IT NOW,** the television entry of Edward R. Murrow and Fred Friendly who have exploited the reporting powers of radio thoroughly and well, reveals that this distinguished team is more imaginatively aware of the scope (and limitations) of television journalism than anybody else around these days.

Mr. Murrow, who appears as a commentator on the program, displays a quality which he possesses almost exclusively in the fraternity of broadcast newsmen, the talent of knowing when to keep his mouth shut. With admirable restraint, he lets the camera tell all of the story it possibly can, and he inserts his own comments only when necessary to tie sequences together.

The Nov. 18 premiere program opened with alternate glimpses of San Francisco bay and New York harbor. A cameraman in each location panned here and there to points of interest at the cue of Mr. Murrow. After the viewer had been treated to brief excursions to both coasts, Mr. Murrow appeared on the screen to say: "For the first time a man can sit in his living room and see two oceans."

In this single sequence, the unique characteristics of television were never more adequately described. The whole thing was far too simple to have been thought of by any but the most intelligent and sensitive mind.

*See It Now* does not attempt to be a spot news reporting job, but its searching out the sidelights and the features of the week is so expert that the incidents take on an urgency and significance they would not have if in clumsier hands.

One thoroughly amusing, and revealing, feature on the show was a film closeup of Sen. Robert A. Taft shot while the Senator was listening to a speech by Sen. Everett M. Dirksen proclaiming admiration of the Presidential candidacy of Sen. Taft.

There were other relatively short film presentations of Winston Churchill, Anthony Eden and a unique radio-film interview between Mr. Murrow and Howard K. Smith, CBS correspondent in Paris. The film of Mr. Smith's end of the interview had been made in Paris and flown to New York. It was a short and pointed summary of UN progress. Eric Sevareid was telecast in a report from Washington.

The most ambitious feature on the show was a sound film of a day in the life, if that is not too glowing a word, of an infantry platoon in Korea, starting with the troops being awakened by a blanket-covered platoon sergeant who, absolutely true to form, aroused them by kicking the soles of their boots.

The platoon had chow, got orders to go on a combat patrol, moved out and occupied a hill position, the camera (complete with sound track) following it throughout. It was among the most graphic records of infantry existence.

After the film was over, Mr. Murrow said that since the picture was recorded, the company of which this platoon was part had taken 50 casualties. "They may need blood over there," he added. "Can you spare a pint?"

In every way, *See It Now* is a distinguished program.

**PROGRAM FACTS**

**Program: See It Now, CBS Television, Sundays, 3:30-4 p.m. (Will be sponsored beginning Dec. 2 by Aluminum Co. of America, through Fuller, Smith & Ross, Cleveland.)**
**Co-producers: Edward R. Murrow, Fred Friendly.**
**TV director: Don Hewitt.**
**Narrator: Edward R. Murrow.**

## WLW SHOW CITED

### Receives AEC Award

A CITATION commemorating 10 years of broadcasting was presented last week to *World Front* news panel, featured on WLW Cincinnati, by the Adult Education Council of Cincinnati.

The program was first broadcast Dec. 7, 1941, as an unscheduled news show on the events that led into World War II. James D. Shouse, board chairman of the Crosley Broadcasting Corp. (owner of WLW), was the main factor in the program's inception. Present members of the news panel, that has not missed a broadcast since the starting date, are: Joseph Sagmaster, *Cincinnati Time-Star;* Carl Groat, editor, *Cincinnati Post;* William Hessler, *Cincinnati Enquirer,* and C. K. Parker, WLW commentator.

## NAME McANDREWS

### Leaves SCBA for KBIG

ROBERT J. McANDREWS, managing director of the Southern California Broadcasters Assn. for the past 2½ years, resigns Jan. 1 to become commercial manager of the John Poole Broadcasting Co. Latter is permittee KBIG Avalon, Calif., new AM station now under construction, and UHF television station KM2XAZ Long Beach, Calif.

Mr. McAndrews

Mr. McAndrews will supervise sales, promotion, research and publicity for the new station which expects to begin operations early next spring. He will headquarter at the station's Hollywood offices and studios at 6540 Sunset Blvd.

KBIG is assigned 10 kw daytime on 740 kc, directional.

Before joining SCBA in 1949, Mr. McAndrews was promotion manager of Young & Rubicam, Hollywood. Prior to that he was with NBC for 11 years as announcer, press representative and promotion manager in San Francisco, and later as NBC Western Division advertising and sales promotion manager in Hollywood.

No successor has yet been named to the SCBA post.

Mr. McAndrews is president of the Hollywood Advertising Club, radio-television representative on the board of directors of the Advertising Assn. of the West and a member of the Los Angeles Advertising Club. He expects to remain active in the SCBA as a member and sales committee worker.

## PROGRAM CONTEST

### WQUA Promotion a Success

WQUA Moline, Ill., has just finished a contest, "Name the Show," designed to acquaint listeners with CBS and local shows heard over the station. Station also has reported an increase in billings and a change of program schedules.

Prize winners are to be announced during this week. The contest was promoted by full page newspaper ads. Each ad contained caricatures of various CBS and local performers together with a few words to help entrants identify the personalities. The listener-entrants were required to identify each show, correctly name their favorite WQUA show and in 25 words or less tell why.

John Grandy, WQUA commercial manager, termed the contest a "tremendous success."

KLAC Los Angeles expands its broadcasting schedule three hours weekly, effective immediately. Under new setup station will go on air half hour early weekdays.

## TRANSRADIO

### Stops Service Dec. 1

TRANSRADIO Press Service will leave the field of general and sports news Dec. 1, 17 years after it defied the old press-radio agreement and helped remove broadcasters from the newspaper-imposed restrictions.

In announcing that wires will stop at the close of business this coming Saturday, President Robert E. L. Moore said the step was taken because of the conviction that transitions taking place in the radio-TV field no longer encourage a belief it will support four wire news services.

TV has introduced new elements in the wire news field, just as it has affected economic planning throughout the radio-TV industry, it was stated in the announcement.

"The management of Transradio is grateful to those who have supported its efforts to provide an accurate, alert and ethical news report during the more than 17 years it has been in business," the announcement said. "Among those are clients with a record of 17 years of continuous sponsorship of TP news, in one case by a single sponsor during that entire period."

"We may be permitted a modest pride in the role we feel we have played in freeing radio of the news restrictions," the company said, "as well as in the creation of public confidence in the integrity of news over the air."

With breakdown of the press-radio agreement in 1934, the three newspaper wires entered into radio news sales. "A four-way competition developed," it was stated, "in which Transradio was able to maintain its position largely through the loyal patronage of a number of radio stations whose managements believed it important to the radio industry to sustain a wire service independent of the services developed originally for newspapers."

## WCFL Pact

TWO unions—International Brotherhood of Electrical Workers and American Federation of Radio Artists—reached a wage agreement with WCFL, Chicago Federation of Labor station, last week after months of negotiation on new contracts. Art Harre, general manager of the station, agreed to give both the engineers and announcers a $5 weekly raise now, retroactive to Sept. 1, and another $5 in January. One-year contract became effective Nov. 19. Ray Jones, executive secretary of AFRA, and Walter Thompson, president of IBEW Local 1220, also gained severance pay for the first time for their members, each with different stipulations.

# PARAMOUNT CASE *Prehearing Conference Held*

DESPITE crossed fingers by all lawyers present, FCC Hearing Division Chief Frederick W. Ford estimated that the hearings on the Paramount Pictures Corp. transfers and license renewals and the ABC-United Paramount Theatres Inc. merger cases [B•T, Sept. 3, Aug. 13] might be completed in three to three-and-a-half weeks.

Mr. Ford made his "highly speculative" estimate at a pre-hearing conference held Nov. 20 in Washington before FCC Hearing Examiner Leo Resnick. Hearings are due to start Jan. 15.

Bulk of the conference, which took all morning, was given over to procedural discussions designed to speed up the testimony of the various parties—Allen B. DuMont Labs. and CBS Inc. are also parties to the "Paramount" case.

Also agreed was the order in which the testimony is to be presented.

Reason for the doubts about the length of the hearings in the minds of attorneys is the wide ranging issues specified by the Commission. These range from anti-trust violations of Paramount Pictures Corp. and United Paramount Theatres Inc. officers, directors and stockholders, to the question whether there is monopoly involved in the ABC-UPT merger. These are the crucial issues.

### Good Reputation

Also in the minds of the attending attorneys is the reputation Examiner Leo Resnick has for care and extreme diligence.

Mr. Resnick informed those participating that he would be free from Jan. 15 until Feb. 15, but that after that date he had another hearing scheduled which would run a week to 10 days. After that, he said, he was free again to resume the Paramount case, if necessary.

Exactly when an initial decision might be expected may be surmised from another hearing in which Mr. Resnick presided—the unsuccessful Crosley Broadcasting Corp. application to punchase WHAS-AM-TV Louisville. The hearing ended April 5, 1949, and Mr. Resnick issued his initial decision June 21—2½ months later.

However, the case was not only not as complicated as this one, but Mr. Resnick required no proposed findings of fact and conclusions. In the Paramount case he announced that he would require such filings. These usually must be filed within 20 days after the close of the hearing. However, in important cases, this time can be extended.

### Seek Shorter Hearings

It was the obvious hope of all at last week's meeting that as much material as possible will be stipulated in order to shorten the length of the hearings. Such matters as properties involved, financial data; etc. are regarded as information that all can concede are correct without the necessity of introducing them piecemeal and subject to counsels' objections.

First order of testimony will be the DuMont issues, it was decided at last week's conference. Following these will be:

(1) Paramount Pictures Corp. issues. These involve the license renewal of KTLA (TV) Los Angeles, the modification of construction permit of WBKB (TV) Chicago, and the transfers of KTLA to Paramount Pictures Corp. and of WBKB to United Paramount Theatres. Also involved is the transfer of control of WSMB New Orleans from Paramount Pictures Inc. to UPT. When Paramount Pictures Inc. was split up, in accordance with the 1949 consent decree, the production company took the name Paramount Pictures Corp. and UPT became the theatre-owning company. The Commission never acted on applications submitted late in 1949 for transfer of KTLA, WBKB and WSMB to the new companies.

(2) Merger of ABC and UPT into American Broadcasting-Paramount Theatres Inc., involving the transfer of the five owned and managed ABC stations (WJZ-AM-FM-TV New York, WENR-AM-FM-TV Chicago, WXYZ-AM-FM-TV Detroit, KECA-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco).

(3) Transfer of WBKB from American Broadcasting-Paramount Theatres Inc. to CBS for $6 million. Sale of the station is necessary since the new ABC-UPT company will own two TV stations in Chicago if the merger is approved (WBKB and WENR-TV). This would be contrary to FCC's duopoly rules.

### Unique Position

DuMont occupies a unique position in the hearing. It is an involuntary party to the proceeding only because the Commission holds that it is controlled by Paramount Pictures. In the 1946 Los Angeles TV hearings, in which Paramount Pictures was a successful applicant for KTLA, FCC found that DuMont was controlled by Paramount's 29% stock interest. Same findings were made in 1948 by then Hearing Examiner Jack P. Blume in an initial decision during the San Francisco TV hearing. DuMont has contended right along that it is not controlled by Paramount.

In addition to the issue of Paramount's control of DuMont, at stake in the Jan. 15 hearings are DuMont's license applications for WDTV (TV) Pittsburgh and WTTG (TV) Washington and a license renewal for WABD (TV) New York, plus associated pickup and experimental licenses.

Some idea of the extensive inquiry contemplated was revealed by FCC Counsel Ford's estimate that 55-60 Paramount and UPT officers and directors will be called. He also alluded to data required on the 245-250 anti-trust suits in which Paramount Pictures has been involved. The docket already is contained in a stack of books "2½ feet high," Mr. Ford said.

Sitting in as one of the counsel for UPT was Herbert A. Bergson, who as former Assistant Attorney General in charge of the Justice Dept. Division had much to do with the prosecution of the anti-trust proceedings against Paramount Pictures as well as other Hollywood production companies. UPT was represented by Duke M. Patrick and Lester Cohen of Hogan & Hartson.

Paramount Pictures Corp. was represented by former FCC Chairman Paul A. Porter and Reed Miller of Arnold, Fortas & Porter. ABC was represented by James A. McKenna Jr. of Haley, McKenna & Wilkinson. DuMont was represented by William A. Roberts and E. D. Johnston of Roberts & McInnis. CBS was represented by Leon Brooks of its legal staff. Associated with Mr. Ford for FCC were Max D. Paglin and James O. Juntilla. Also present were Keeton Arnett, Norman W. Drescher and Melvin A. Goldberg of the DuMont Television Network.

## WANTS OLD RECORDS
### But Already Disentombed

INDICATION of how deeply Paramount Pictures Corp. intends to go in defending itself in the license renewals and transfer applications involved in the FCC's Jan. 15 hearing was the complaint of its counsel, Paul A. Porter, at the pre-hearing conference last week.

Seeking the FCC's record of the 1946 Los Angeles hearing on TV applicants, Mr. Porter said he found that the FCC had sent the documents to the National Archives for permanent "interment." He asked that the FCC assist him in "disinterring" the records.

FCC Hearing Division Chief Frederick W. Ford answered Mr. Porter by telling him that he had already "disentombed" the file and that it was available at his office.

## Burton-Dixie Renews

BURTON-DIXIE Corp. of Chicago (mattresses and pillows) has renewed *Paul Harvey and the News* for 52 weeks effective Jan. 2 over ABC Radio Network. Agency is Turner Adv., Chicago.

**MUTUAL problems got "shirt-sleeve" airing during two-day sessions held by Assn. of Metropolitan Stations (AIMS) in St. Paul. Seated (l to r): N. L. Bentson, WMIN St. Paul; Edward Weldon, WKYW Louisville, Ky.; H. S. Jacobson, KXL Portland, Ore.; James T. Ownby, WJXN Jackson, Miss.; Howard Shuman, KLMS Lincoln, Neb.; standing (l to r), John Cherpeck, and Gene Trace, WBBW Youngstown, Ohio; Russell Joynt, KLMS; Stanley W. Ray, WBOK New Orleans, La.; William Ware, KSTL St. Louis; Steve A. Cisler, WKYW; T. S. Marshall, WOLF Syracuse, N. Y.; Al G. Meyer, KMYR Denver; Frank M. Devaney, WMIN; John A. Englebrecht, WIKY Evansville, Ind.; Robert Enoch, WXLW Indianapolis. Messrs. Devaney and Bentson, WMIN general manager and sales manager, respectively, were hosts to visiting executives and AIMS' members.**

# RADIO-TV SPORTS

## Grass-Roots Aid Seen

STRONGER cooperation at the grass-roots level between baseball and other sports organizations with radio-TV set makers and distributors is to be projected for 1952 by the Radio-Television Mfrs. Assn. today (Monday).

The program calls for:

● Setting up of local committees of radio-TV distributors in all major television areas to "encourage public support of sports contests and telecasting of sports events wherever practical."

● Early cooperation in minor league baseball where the leagues "face a very serious problem" because of a drop in attendance in 1951.

The RTMA sports policy is an outgrowth of a 12-point program adopted by the RTMA's sports broadcasting committee, under chairmanship of J. B. Elliott, vice president of the RCA Victor Div.

In outlining the sports picture, Mr. Elliott noted that RTMA's 1951 policy of encouraging the telecasting of sports events "has been important in maintaining prospective customer interest in television programs."

Mr. Elliott pointed out that this effort encouraged baseball officials to permit rather than restrict telecasting of games; major league teams which embraced TV for home games had an increased paid attendance; some of minor league team's biggest losses were in cities where TV did not exist; admissions at race tracks climbed nearly 25%—and where TV was present it brought new fans to the track; boxing is coming back strong in 1951 with the build-up of boxers on network and local television promising a return of the million dollar gate and thus resulting in more friendly acceptance of the medium by the "boxing fraternity."

On restriction of TV by college football (see story, page 140), the sports committee said "the fallacy of the NCAA [National Collegiate Athletic Assn.] policy may be noted in the fact that college football has enjoyed phenomenal success with the development of television.

"The dollar income of college football in 1950 (paid admissions), for example, was well above the 1947 peak year of income for most sports. This is important to note because through 1950, college football was the most widely televised of all sports.

"The effect of public pressure, backed by newspapers and television stations, has resulted in a slight 'modification' of NCAA 'controlled' television this year."

### Program Highlights

In addition to the follow through on local level promotion of baseball and other sports events in each TV market, highlights of the RTMA 12-point program included:

• Representation at the minor league clubs meetings Dec. 6-8 in Cincinnati, and the major league meetings in New York, Dec. 8-10.

• Urge telecasting of sports events by any individual, club or institution without restraint and in open competition.

• Effort to place boxing and racing events on home television wherever practical through local promotion and by network telecasts.

• Mention of 1952 World Series by the industry in its advertising and promotion to add to display on the opening of the major and minor league baseball seasons.

• Contact by local distributor committees of college officials, alumni, radio-TV stations and the press, prior to NCAA's Jan. 6 convention in Cincinnati.

• Full circulation after RTMA publication of Jerry N. Jordan's 1952 report on sports attendance and its relation to television.

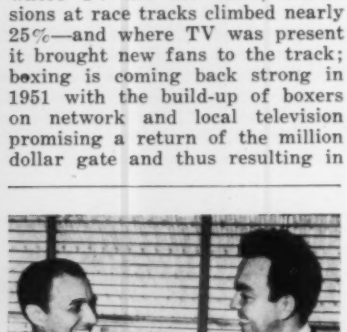
• After determination by distributor sports committees in each TV area in consultation with TV broadcasters of the sports schedule for 1952, the mapping of a local campaign to see how each local college president will be represented at the NCAA meeting.

• If colleges agree to unrestricted TV in 1952, committees are to agree to help promote college football that year.

In addition to Mr. Elliott, the RTMA sports committee is made up of: A. A. Brandt, General Electric Co.; H. L. Hoffman, Hoffman Radio Corp.; Tom Gallery, Allen B. DuMont Labs Inc.; John F. Gilligan, Philco Corp.; W. H. Kelley, Motorola Inc.; L. C. Truesdell, Zenith Radio Corp. The sports promotion subcommittee, made up of sales managers of major set manufacturers, is headed by Dan D. Halpin, RCA Victor Div.

In his comments, Mr. Elliott noted action by his committee and RTMA President Glen McDaniel in persuading AT&T to move up the opening of its coast-to-coast TV circuit to permit the telecast of the World Series to all set owners.

The report also noted that sponsorship by RTMA members and seven television manufacturers of the Walcott-Charles and the Louis-Marciano bouts respectively resulted "in wide-spread good-will among set owners and broad assurance to prospects for television receivers."



**MATTY BRESCIA (l) is greeted into the Liberty Broadcasting System fold by Gordon B. McLendon, president of network. Mr. Brescia was named director of press and baseball public relations for Liberty. A former radio-TV coordinator for the minors' National Assn. of Professional Baseball Leagues, Mr. Brescia has been operating his own public relations firm in Memphis. He started in radio in 1932 at WICC Bridgeport, Conn., and was night editor of NBC Central Press Div., Chicago.**

# RADIATION LAW

## Implementation Mulled

PROPOSED changes in the temporary draft of President Truman's upcoming order implementing the new radiation law (S 537) have received favorable reception on the part of some of the government agencies involved in the matter, it was indicated Tuesday at an industry-government meeting.

Main wish of broadcasters—a voluntary broadcast advisory committee to cooperate in enforcing the order—has met little official resistance thus far, it was indicated. The recommendations were submitted by members of the Broadcast Advisory Council and other industry officials, who met Nov. 2 with the White House staff [B•T, Nov. 5].

### Order Being Circulated

A revised version of the proposed order is going the rounds of federal agencies. The order will control enforcement of the new law, which provides authority to use or close down broadcast stations and nonbroadcast devices in case of emergency or disaster. FCC would be charged with drawing up specific rules covering station shutdowns in line with the Conelrad plan. This plan sets up technical procedure by which the public would be informed by radio without providing homing aids to the enemy.

After the Nov. 2 meeting it was agreed to channel proposed changes in the tentative Executive Order through Judge Justin Miller, NARTB board chairman, for submission to Jack Gorrie, head of National Security Resources Board.

Attending last Wednesday's conference for NARTB were Harold E. Fellows, Ralph W. Hardy, Robert K. Richards and Neal McNaughten.

RECENTLY elected officers of ABC Hollywood Employees Assn. are Truck Krone, president; James Banks, vice president; Elaine Rogers, secretary; Edward Conture, treasurer.

# 'OLD FRIEND'

## KCNA Jumps to 5 kw

KCNA Tucson, Ariz., said goodbye to an old friend—its ex-transmitter—earlier this month when it jumped its power from 250 w to 5 kw.

Station has been authorized by FCC to change facilities from 250 w fulltime on 1340 kc to 5 kw day, 500 w night directonal, on 580 kc.

In a message read over the air, to the accompaniment of taps in the background, the station praised the old friend for over four years' faithful service and bid it a sad farewell. At the same time, it welcomed a new friend with a "stronger voice." The message continued:

**We know . . . that you will listen with pride . . . serene in the knowledge that you began it all. . . . You have outdone yourself carrying the best from [ABC]. You have made KCNA a part of the community by sending out complete news coverage. . . . With clarity and brilliance you have put the best in local originations in the homes of Tucson. Vision must become misty when all your valiant deeds are retold . . .**

The message concluded: "But, old transmitter, this is goodbye. So stand erect, old friend . . ."

# RESPECT FOR LAW

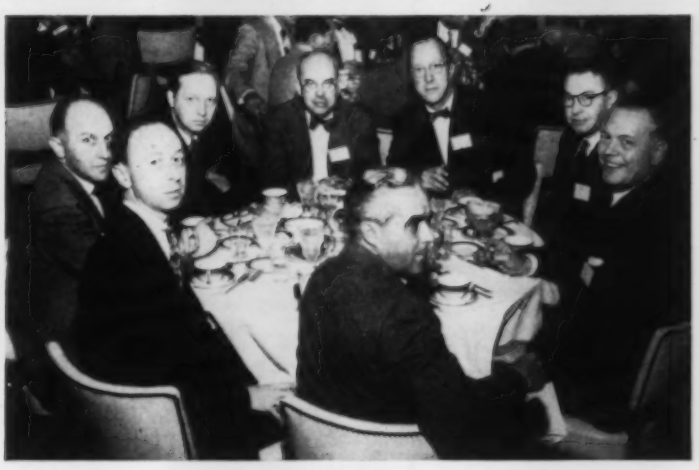
## Theme of ABC Campaign

ABC CAMPAIGN to strengthen America by strengthening respect for the law and law-enforcement officers, to be conducted in association with the network's *This Is Your FBI* radio series, will start this week, according to Mitchell DeGroot, advertising and promotion manager.

Plan was developed by Mr. DeGroot's department in association with the Federal Bureau of Investigation; Jerry Devine, producer of the radio series; Equitable Life Assurance Society of the U. S., sponsor of the FBI show; and Warwick & Legler, advertising agency for the sponsor. Outline of the campaign was sent to 52 key ABC station managers—all located in cities where there are FBI offices—in a special communication last week from network President Robert E. Kintner.

Organization calls for special broadcasts—to precede dramatizations of related topics on *This Is Your FBI*—which will embody recorded excerpts of FBI Director J. Edgar Hoover's testimony on crime enforcement and respect for the law before the Kefauver Committee. The three consecutive 15-minute programs—one a week—are to be followed by panel discussions among local leaders in each of the participating communities. The broadcasts have already been scheduled for the five radio stations owned by ABC: WJZ New York, WENR Chicago, WXYZ Detroit, KECA Los Angeles and KGO San Francisco.

TABLE GROUP at NARTB District 1 meeting in Boston (clockwise around table): Paul O'Bryan of Dow, Lohnes & Albertson; Creighton Gatchell, WGAN Portland, Me.; Carlton D. Brown, WTVL Waterville, Me.; Al Spokes, WJOY Burlington, Vt.; Melvin Lahr, WSAR Fall River, Mass.; William Riple, WLAW Lawrence, Henry Minott, United Press. Standing (l to r): Arthur E. Haley, WORL Boston; George Bolling, The Bolling Co.; Kenneth D. Gilmore, United Press.



BOSTONIAN Craig Lawrence, WCOP, NARTB District 1 director, greeted ex-Bostonian Harold E. Fellows, onetime WEEI general manager and now NARTB president, at district meeting. Around table are (clockwise, starting with Mr. Lawrence, back to camera): Robert Booth, WTAG Worcester; Arnold F. Schoen, WPRO Providence; Ralph W. Hardy, NARTB; J. Maxim Ryder, WBRY Waterbury; Gerald Harrison, WMAS Springfield; Hervey Carter, WMUR Manchester, N. H., and Mr. Fellows.

# NARTB BOARD

## *Membership, Code Top Dec. Agenda*

NARTB'S combined board of directors will meet in Washington Dec. 5-7 to start work on a revised membership setup for radio and TV stations and to act on problems common to the two segments of the electronic medium.

Of dominant industry interest is the proposed television code (see code stories pages 31 and 139). This document will be considered by the TV board, which is vested with power to promulgate the document endorsed by the TV membership Oct. 19 at Chicago.

After eight months of operation under the aural-video by-laws, the board is expected to take up suggestions on the rights of stations in both classes as well as proposals for a new dues structure.

Interlocked with the dues structure is the complete severance of NARTB and Broadcast Advertising Bureau. The combination dues enjoyed by NARTB stations will cease next April.

Considerable feeling has developed among operators with both aural and TV stations for a combination fee covering NARTB memberships. At present some of the 71 TV station members of the association do not have their commonly-owned aural stations in membership.

### $400,000 Income

BAB officials are understood to have an income of around $400,000 in sight for next year, far above any funds available since BAB was formed. They conducted an intensive membership drive during the NARTB district meetings.

NARTB, on the other hand, has centered its membership recruiting on the work of the station relations department. As of this time NARTB has 956 AM, 73 TV (including NBC and DuMont networks) and 366 FM members, with about 70 associates.

NARTB members who joined before last summer can belong to BAB by not taking a 30% discount on their association dues. This plan will be discontinued next April. After that time all stations will pay the regular BAB monthly fee of half the highest hourly card rate. TV stations pay NARTB on the basis of the five-minute or half the quarter-hour rate.

### Current Budget

NARTB's current budget is running around $525,000. The TV portion of the association is operated on a $150,000 budget and is understood to be staying inside that figure despite the fact that it is expanding its functions. The TV segment pays a $50,000 fee to NARTB for rent, overhead and related items.

As usual, the Washington legislative and regulatory situation will receive close board scrutiny. The report of the summer-fall district meeting circuit, which concluded Nov. 16 at Boston, will show that all districts took firm stands against the Benton legislation calling for an advisory or censorship board to appraise radio and TV programs for guidance of FCC and Congress. This measure has aroused the industry to the dangers of political influences and the power of organized pressure groups.

Proposed issuance of antenna tower insurance through NARTB will be discussed by the board. The headquarters staff has been looking carefully into the insurance matter and has proposals that will save stations large sums on their insurance.

Routine headquarters problems will include the oft-raised plan to provide pensions for staff personnel.

Activities of NARTB and the Broadcast Advisory Council in connection with the radiation bill and the upcoming Presidential order to enforce it will be considered (see story page 36).

Association steps to cooperate with promoters of professional and amateur sports events will be considered. NARTB sparked cooperative activities in connection with athletic contests, working closely with Radio-Television Mfrs. Assn. in some of the steps (see RTMA story page 36).

A report will be submitted on the upcoming NARTB-RTMA survey of three cities in which the impact of FM stations will be measured.

The three-day agenda will include separate meetings of the aural and television board.

## Stamm Appointed

APPOINTMENT of Harold S. Stamm, RCA Tube Dept., Harrison, N. J., as advertising and sales promotion manager for the department was announced last week. He succeeds Lawrence LeKashman, who resigned. Mr. Stamm has had varied experience in advertising and merchandising since 1936 and formerly was administrative assistant to the advertising manager in the RCA Tube Dept. In 1943 he joined Western Electric Co. where he became senior electronics engineer. Mr. Stamm joined the RCA Tube Dept. in 1945 as editor of its house organs.

Mr. Stamm

## upcoming

Nov. 26-29: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.

Nov. 28-Dec. 1: Fifth Annual NBC Radio and Television Affiliates Convention, Boca Raton (Fla.) Club and Hotel.

Dec. 5-7: NARTB Board of Directors, Washington.

Dec. 7-9: Television Authority Convention, Park Sheraton Hotel, New York.

Dec. 10: Columbia Affiliates Advisory Board meeting, Districts 4, 5, and 8, Hotel Roosevelt, New Orleans.

Dec. 13: Columbia Affiliates Advisory Board meeting, District 7, Muehlebach Hotel, Kansas City.

Dec. 27-29: American Marketing Assn., winter conference, Hotel Kenmore, Boston.

1952

Jan. 8: Second session of the 82d Congress of the U.S. begins.

Jan. 15: FCC-Paramount hearing, Washington.

Jan. 19-20: National Advertising Agency Network, Western Regional Meeting, Nicollet Hotel, Minneapolis.

Jan. 24-25: Advertising Assn. of the West, Midwinter Conference, Oakland, Calif.

Jan. 25-26: Assn. of Railroad Adv. Managers, St. Louis.

Jan. 26-27: National Advertising Agency Network, Eastern Regional Meeting, New Weston Hotel, New York.

Feb. 9-29: International Radio and Electronics Exhibition, Bombay, India. (Further information obtainable from Consulate General of India, 3 E. 64th St., New York 21, N. Y.)

Feb. 10-15: NARTB Radio and TV Boards, San Antonio, Tex.

Feb. 25: FCC-Theatre Television hearing, Washington.

Mar. 3-6: Institute of Radio Engineers convention, Waldorf-Astoria Hotel, New York.

Mar. 22-April 6: Chicago International Trade Fair, Navy Pier, Chicago.

April 19: Cincinnati section, Institute of Radio Engineers, Spring technical conference, Cincinnati.

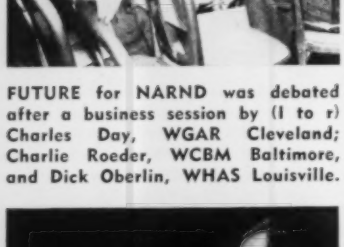
April 26-May 2, 1952: NARTB 30th Annual Convention, Conrad Hilton Hotel, Chicago.

June 8-11: Adv. Federation of America 48th Annual Convention and Exhibit, Waldorf-Astoria Hotel, New York.

June 22-26: Advertising Assn. of the West, Annual Convention, Olympic Hotel, Seattle.

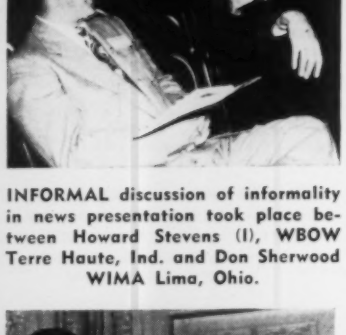
July 7: Republican National Convention, International Amphitheatre, Chicago.

FUTURE for NARND was debated after a business session by (l to r) Charles Day, WGAR Cleveland; Charlie Roeder, WCBM Baltimore, and Dick Oberlin, WHAS Louisville.



NEW DIRECTOR of radio-TV for the Associated Press, John A. Aspinwall (l) talks about his appointment which becomes effective Jan. 1 with Russ Van Dyke, KRNT Des Moines.

INFORMAL discussion of informality in news presentation took place between Howard Stevens (l), WBOW Terre Haute, Ind. and Don Sherwood WIMA Lima, Ohio.



NEWS directors' meeting in Chicago included: Don Brown (l), WILL Urbana, Ill., Ed White, WMCT Memphis.

# RADIO NEWSMEN

## Receive NARND Citations

RADIO newsmen with 10 years or more service in broadcasting—announced at the close of the National Assn. of Radio News Directors meeting in Chicago [B•T, Nov. 19]—are receiving certificates of recognition in the mails this week. They are:

Robert Ackerley, KXA Seattle, who has been broadcasting since 1933; David Anderson, NBC Hollywood, 1940; Harold W. Baker, WSM Nashville, 1938; Frank Barton, WBBM Chicago, 1941; Morgan Beatty, NBC Washington, D. C., 1941; Julian Bentley, WBBM Chicago, 1926; John Bosman, WINS New York, 1939; Bill Bryan, WIBW Topeka, 1940; James A. Byron, WBAP Ft. Worth, 1937; Ewing Canady, WKY Oklahoma City, 1941; Don Coe, ABC New York, 1941; Bayliss Corbett, WFIN Findlay, Ohio, 1941; Bill Dorais, KCBS San Francisco, 1941; M. J. Dunkirk, WDAY Fargo, N. D., 1932; Tom Eaton, WTIC Hartford, Conn., 1934.

Milt Fishman, ABC Hollywood, 1936; Jack L. Fitzpatrick, KFEL Denver, 1928; John Ford, WTCN Minneapolis, 1941; Gordon Frazier, ABC New York, 1936; George A. Freund, KDTH Dubuque, Iowa, 1941; Walter Furniss, WCOL Columbus, Ohio, 1938; Bob Garred, ABC Hollywood, 1936; Gene Godt, WHO Des Moines, 1940; Jerry Gordon, KNBC San Francisco, 1938; George Gow, KANS Wichita, Kan., 1929; Carroll Hansen, KCBS San Francisco, 1930; Richard Harkness, NBC Washington, D. C., 1941; John Harrington, WBBM Chicago, 1936; Chuck Harrison, WHBF Rock Island, Ill., 1941; Sam Hayes, NBC Hollywood, 1929; George Hicks, NBC New York, 1928; Chuck Hilton, KGLO Mason City, Iowa, 1941; Fred M. Hinshaw, WLBC Muncie, Ind., 1941; Leonard Howe, WHO Des Moines, 1938; Chet Huntley, KECA Los Angeles, 1934.

Jack Knell, WBT Charlotte, N. C., 1939; Jack E. Kreuger, WTMJ Milwaukee, 1938; Herb Lee, WOW Omaha, 1936; Richard M. Leonard, KMYR Denver, 1937; Garrett Lenhart, WHO Des Moines, 1941; Edward Lynch, WGAA Cedartown, Ga., 1933; Dexter MacMullen, WEAN Providence, R. I., 1935; John Madigan, ABC New York, 1935; Gene Martin, WTAM Cleveland, 1935; Jack Martin, WKBH LaCrosse, Wis., 1933; Orrin Melton, KSOO Sioux Falls, S. D.; Ken Miller, KVOO Tulsa, Okla., 1932; Jack Morris, KTUL Tulsa, Okla., 1940; Donald Mozley, KCBS San Francisco, 1940; Soren Munkhof, WOW Omaha, 1937.

M. L. Nelsen, WHO Des Moines, Iowa, 1941; William Nietfeld, KCBS San Francisco, 1941; Patrick O'Reilly, ABC Hollywood, 1938; Walter Paschall, WSB Atlanta, Ga., 1935; George Passage, WRVA Richmond, Va., 1941; Larry Payne, WABJ Adrian, Mich., 1933; A. P. Penfield, WIS Columbia, S. C., 1940; Porter Randall, KFJZ Ft. Worth, 1938; Jim Randall, KFSB Joplin, Mo., 1940; Gerdon Roth, KCBS San Francisco, 1939.

Charles Sebastian, WFJL (FM) Chicago, 1936; Jack Shelley, WHO Des Moines, Iowa, 1935; Al Sigl, WHEC Rochester, N. Y., 1931; Arthur J. Smith, WNAX Sioux City, Iowa, 1935; Dick Smith, WHB Kansas City, Mo., 1928; Sidney P. Stewart, WTIC Hartford, Conn., 1939; Tys Terwey, WMPS Memphis, 1929; John Thompson, KNBC San Francisco, 1937; Russ Van Dyke, KRNT Des Moines, 1940; Brooks Watson, WMBD Peoria, Ill., 1931; Hank Weaver, ABC Hollywood, 1935; Otto Weber, WHO Des Moines, Iowa, 1938; Jack Zeigen, WING Dayton, Ohio, 1936.

## WJLK AWARD

### Presented by NARND

AWARD has been presented WJLK Asbury Park, N. J., and the *Asbury Park Free Press* by the National Assn. of Radio News Directors, which held its annual meeting earlier this month in Chicago [B•T, Nov. 19].

The recognition "of distinguished service to the broadcasting industry and the . . . public in advancing radio news as a free and impartial medium of information on governmental affairs" was given for the recent Asbury Park court victory, upholding the right of a station to broadcast a public hearing.

Wayne D. McMurray, president of the Asbury Park Press Inc., received the award from former NARND President Ben Chatfield, WMAZ Macon, Ga.

Booklets explaining Judge C. Thomas Schettino's decision are being distributed by NARND. They may be obtained by writing the news organization's executive secretary, Soren Munkhof, WOW-TV Omaha.

## WMBD CHOSEN

### Wins Crusade Contest

WMBD Peoria, Ill., has been named winner of the "Freedom Train" song competition sponsored by the Crusade for Freedom [B•T, Oct. 8], Gen. Lucius D. Clay, national chairman of the Crusade, is to announce today (Monday).

Unanimous choice of the panel of Crusade and Radio Free Europe judges from air-check recordings of actual broadcasts of the Czech "Casey Jones" song submitted by radio and television stations from all parts of the country, the WMBD broadcast will be translated into Czech and broadcast into Czechoslovakia by the Radio Free Europe station in Munich.

Written by Crusade for Freedom to the tune of "Casey Jones," the song describes the feat of Jaroslav Konvalinka, engineer who ran away with a train, taking its passengers through the iron curtain and into the free world. The winning broadcast on WMBD's *Morning Call* program of Oct. 30 employed the services of Charles Miller, production director, as writer-producer; Harold Osborne, music director, who wrote original music; Milton Budd, announcer, who narrated the program, and Walter Thurman, Wayne West, Mary Jane Le Master, Dick Raymond, Ed Sander, Dick Coffeen and Charles E. Barnhart, WMBD program director, who performed.

After the broadcast, WMBD's "telephone switchboard lit up like a Christmas tree," Mr. Barnhart reported in a letter to General Clay.

The WMBD version of the "Freedom Train" song will be broadcast in Czech to the Czech people late this month. Engineer Konvalinka arrived last week in the U. S., where he has been given sanctuary.

## GM Renews on ABC

GENERAL MOTORS Corp., Detroit, through Kudner Agency, New York, renews sponsorship of Henry J. Taylor's weekly news commentaries over ABC Radio effective Dec. 17 for 52 weeks. Beginning with the renewal date, time of Mr. Taylor's broadcasts will be moved from 8:30-8:45 p.m. EST, Monday, to 8-8:15 time slot. General Motors has sponsored Mr. Taylor on ABC Radio since Dec. 20, 1948.

# NU-PAX DRIVE

## Radio Ads 'Succes'

"TO ME this is another indication that radio is still very much alive and can do a terrific job when a station will extend itself—as yours has done—to go all out in a special effort of merchandising tie-ins to make sure that the advertising proves resultful."

So wrote Emil Mogul, head of his own New York ad agency, in a recent letter to Ted Cott, general manager of WNBC-AM-FM-TV, about the radio campaign by Somnyl Pharmacal Corp. of America's campaign to introduce the sedative Nu-Pax [B•T, Oct. 1].

Writing during the third broadcasting week and citing his own as well as his client's appreciation, Mr. Mogul said that the company had achieved complete distribution of its product in every major chain and in most independent stores in the WNBC area. "From the first day that the broadcasting started," he wrote, "drug stores began getting calls for the product. But the thing that helped get the effort launched was the terrific merchandising job that you did to the drug trade. Wherever our salesmen went invariably the storekeeper had already heard about the promotion, or some customer had come in and asked for the product."

"Because our entire radio advertising in launching this campaign was confined exclusively to NBC and our other media advertising hasn't broken yet, it is easy to see that the full credit for what has already been accomplished belongs to you," he wrote.

Campaign on WNBC included *Bold Venture*, the Ziv half-hour package, on Sunday, fifteen minutes of the *Tex and Jinx* Sunday program, the three-hour *House of Music* Saturday afternoon, the morning *Bob and Ray* show Monday through Saturday, afternoon and nighttime Skitch Henderson shows and Bill Stern, both Monday through Friday.

## Murray Boggs

FUNERAL services for Murray Boggs, 37-year old newscaster of KFAC Los Angeles, will be held today (Monday) at Tacoma, Wash. Mr. Boggs died Nov. 18 in the Hollywood Presbyterian Hospital, Los Angeles, following a major operation. He is survived by his mother, Mrs. Mamie Boggs, Tacoma.

## WBS Sales Aid

WORLD Broadcasting System, transcribed library and program package firm, has inaugurated a "Selling Hints and Timely Tips" distribution, to start in December. Service is designed to help station managers in selling World programs to local merchants by spotlighting those programs most readily salable each month.

# MEDIA COMPARED

## NL&B Surveys Decade

AMONG ALL major advertising media, network radio is the only one that gives an advertiser more advertising for less money today than 10 years ago.

This is not a claim by a radio network but a conclusion reached from a non-partisan study conducted by Needham, Louis & Brorby, Chicago.

On a cost-per-thousand basis, 1951 compared with 1941, consumer magazines are up 11%, trade publications up 20%, newspapers are up 10%, outdoor up 15%, spot radio time up 16%, and network radio time costs down 19%, according to the study.

Radio showed up favorably, too, as regards talent costs compared with production costs in the space and display media.

Talent costs on radio have risen 53% from 1941 to 1951, but production costs for other media (composition, electrotyping, engraving and art) are up 97%, the study estimated.

The report, prepared by the media and research departments of the Chicago agency, was undertaken to show how inflation has devalued the advertising dollar. It admitted that "some of the figures are more accurate than others" because of more adequate source facts.

Figures in the report were converted into an index, with 100 representing the figures for 1941. Media costs indexes follow:

CONSUMER MAGAZINES: All mass circulation magazines "carrying a substantial volume of advertising for which A.B.C. circulation reports were issued" were included in the tabulation.

| | 1941 | 1946 | 1951 |
|---|---|---|---|
| Page cost index | 100 | 104 | 149 |
| Circulation index | 100 | 106 | 134 |
| Cost-per-1,000 | 100 | 98 | 111 |

(The report noted that "many publishers have issued new rate cards effective early next year" and hence magazine costs per thousand will go up another 7-8% on the average.)

TRADE PUBLICATIONS: The study surveyed 63 directed to 30 different businesses or industries.

| | 1941 | 1946 | 1951 |
|---|---|---|---|
| Page cost index | 100 | 120 | 159 |
| Circulation index | 100 | 100 | 133 |
| Cost-per-1,000 | 100 | 119 | 120 |

NEWSPAPERS: Average milline rates were determined from combined net paid circulation totals and agate line rate for all daily papers.

| | 1941 | 1946 | 1951 |
|---|---|---|---|
| Line cost index | 100 | 112 | 151 |
| Circulation index | 100 | 120 | 137 |
| Milline rate index | 100 | 94 | 110 |

OUTDOOR: The report described its estimates in this field as "conservative" and said the indexes were "based on the total cost of a 100% showing nationwide and people, or population."

| | 1941 | 1946 | 1951 |
|---|---|---|---|
| 100% showing cost index | 100 | 106 | 132 |
| Population index | 100 | 106 | 115 |
| Cost-per-1,000 index | 100 | 100 | 115 |

NETWORK RADIO: The study used total U. S. radio families (which have increased by 43% since 1941), Nielsen Radio Index which started in 1943 with an estimate of sets in use at night for 1941, and the combined one-hour rate for the four basic networks.

| | 1941 | 1946 | 1951 |
|---|---|---|---|
| Time cost index | 100 | 113 | 117 |
| Coverage index | 100 | 132 | 144 |
| Cost-per-1,000 index | 100 | 86 | 81 |

SPOT RADIO TIME: The report took a "representative list" of 32 stations located in all parts of the nation and varying in power and network affiliation, applied Nielsen Index against radio homes in areas covered and total cost for a one-minute nighttime announcement with maximum discounts.

| | 1941 | 1946 | 1951 |
|---|---|---|---|
| Time cost index | 100 | 136 | 167 |
| Coverage index | 100 | 132 | 144 |
| Cost-per-1,000 index | 100 | 102 | 116 |

TALENT COSTS: The agency averaged costs of an actor and a musician, comparing union scales which for an actor (15 minutes plus one hour rehearsal) rose from a minimum of $21 in 1941 to $30.50 in 1951 and for a musician (two hours time) rose from $25 to $40 between 1946 and 1951 (after remaining unchanged between 1941 and 1946).

| | 1941 | 1946 | 1951 |
|---|---|---|---|
| Radio talent cost index | 100 | 109 | 153 |

PRODUCTION COSTS: For media other than radio, the report figured production costs by taking a straight average of cost increases in composition, electrotyping, engraving and art.

| | 1941 | 1946 | 1951 |
|---|---|---|---|
| Production cost index: | | | |
| Composition | 100 | 132 | 176 |
| Electrotyping | 100 | 138 | 179 |
| Engraving | 100 | 137 | 206 |
| Art | 100 | 135 | 225 |
| Av. production costs index | 100 | 135 | 197 |

SOUTHERN CALIFORNIA Advertising Agencies Assn. will hold its annual Christmas Wing Ding Dec. 13 in the Crystal Room, Beverly Wilshire Hotel, Beverly Hills.

## WJR STAG PARTY

### Marks Silver Anniversary

OVER 150 advertisers and clients were invited to attend a stag football party at WJR Detroit last Friday and Saturday.

WJR said that invitations were limited to "friends of the advertising trade" developed during WJR's 25 years in radio.

Station executives were to omit speeches, presentation of awards or business discussions from the schedule of events.

Worth Kramer, vice president and general manager of WJR commented early last week, "Although 1951 actually marks the 25th anniversary of WJR, the theme will remain an informal football party for advertisers rather than a formal silver anniversary celebration."

Guests were expected from cities from all parts of the country, including Chicago, Washington and Los Angeles. WJR party headquarters were set up at the Book-Cadillac Hotel.

One of the highlights of the party was to be attendance at the Michigan-Ohio State football game Saturday.

Although it was to be a stag party, WJR planned to send a "floral remembrance" to wives of out-of-town guests.

**CHECK for $12,600 is presented to Father Reinart, S. J., president of Creighton U., Omaha, by Charles A. Wall, vice president in charge of finance for BMI, acting on behalf of Paul W. Morency, chairman of the Johnny Gillin Memorial Committee. Fund, made up of broadcasters' contributions, will be used in school's program of research, training and treatment in the study of cardiac vascular disease. L to r: Gordon Gray, New York, vice president of Goodwill Stations; Hugh Higgins, CBS Radio market research counsel; Mr. Wall; Frank M. Headley, president, H-R Representatives; Father Reinert; Frank E. Pellegrin, vice president, H-R Representatives. All were classmates of Johnny Gillin, late president and general manager of WOW-AM-FM-TV Omaha who died in July 1950, at Creighton U. Check was awarded at The Creighton Club of New York Nov. 10 dinner meeting at the Henry Hudson Hotel.**

**AFTER 17 years with the FCC, Miss Ruth Bredekamp, legislative assistant in the FCC Library, is retiring Dec. 1. Miss Bredekamp joined the fledgling FCC in 1934, transferring from the Department of Justice. She was almost immediately detailed to the FCC Library and has seen it grow from a small room with about 2,000 volumes to its present quarters housing more than 20,000 volumes.**

## RADIO-TV PLANS

### For Brotherhood Week

PROGRAMS for children and a "Blood for Brotherhood" campaign were planned by leaders in the broadcasting field when the radio and television committee for Brotherhood Week—to be observed Feb. 17-24—met in New York Tuesday.

Representing every radio and television network, the committee agreed that a minimum of one program be produced on every radio network for Brotherhood Week in addition to the customary programs broadcast by independent stations. Special materials are to be made available for the children's programs, while the Blood for Brotherhood drive will urge the public to pledge a pint of blood to the Red Cross for American soldiers.

The annual national observance, sponsored by the National Conference of Christians and Jews, is held to promote goodwill and understanding among Protestants, Catholics and Jews. Speaking to 40 members of the radio and television committee, Chairman Joseph H. McConnell, president of NBC, reaffirmed the industry's recognition of its responsibilities to combat bigotry. "Remarkable achievements have been made in the past 10 years towards eliminating the evil," he said.

"Radio and, more recently, television have played an important part in this worthy cause." He observed that the radio and television comittee this year is the largest in Brotherhood Week history and urged "every person associated with the industry to consider himself a part of this undertaking."

BROADCAST Transmission Group, newly formed auxiliary of Institute of Radio Engineers, held first monthly meeting in Hollywood, Nov. 14, under chairmanship of Philip G. Caldwell, engineering director for Western Division, ABC.

**KMPC Los Angeles has joined LBS, Gordon B. McLendon, LBS president, announced Nov. 17 in Dallas. At the signing ceremonies in KMPC studio are (seated, l to r) Robert Reynolds, KMPC vice president and general manager, and Benton Paschall, LBS vice president in charge of the West Coast Div.; (standing, l to r) Loyd C. Sigmon and Mark Haas, KMPC vice presidents.**

# ELECTION ADDENDA

## Radio-TV Stations Report Highlights

ADDITIONAL election coverage reports from radio-TV stations give addenda to the extensive job performed in the November balloting across the country.

Quaker city's mayoralty election that saw a Democratic victory upsetting a 67-year GOP rule gave local stations a field day in reporting. To add to coverage reports carried in the Nov. 12 issue of BROADCASTING • TELECASTING:

WFIL - AM - TV Philadelphia, which presented election results directly from the city room of the *Philadelphia Inquirer*, offered three continuous hours, 8-11 p.m., on radio under the sponsorship of four Philadelphia savings banks: Philadelphia Saving Fund Society, Western Saving Fund Society, Beneficial Saving Fund Society and Germantown Saving Fund. TV coverage by the Philadelphia station also began at 8 p.m. and continued until 11:35 p.m.

### Airs Court Session

Highlight of its radio coverage was an exclusive transcribed program featuring an actual courtroom drama originating in the election court at City Hall. The six-minute broadcast gave an unrehearsed account of a case involving a man who had been denied a vote because he had moved to another address since registering.

Staff at WRVA Richmond pitched in to help the station stay ahead of the election news in reporting the city's Nov. 6 election. Effort earned a memo of thanks and congratulations from Sam Carey, program service manager. Election fever in the Virginia capital revolved about a hotly contested expressway plan. Also involved were seats in the state's Senate and in the House of Delegates.

Marion, Ind., city elections moved that city's WBAT to hold vigil on the count day and night. It was the station's first opportunity to cover a city election. First election returns were broadcast 16 minutes after the polls closed. Within 20 minutes, over 30% of the returns were aired. Twenty-five minutes later, the station was able to announce the winners, based on returns then in.

### Mayor's First Speech

WCAU-TV Philadelphia carried the first post-election speech of Joseph S. Clark Jr., first Democrat mayor-elect in 68 years. Ten days before elections, Donald W. Thornburgh, WCAU - AM-FM-TV president - general manager, offered the 7-7:30 p.m. Wednesday spot to the winner of the mayoralty race. Both candidates accepted. Mr. Clark won. Robert N. Pryor, WCAU vice president in charge of public relations, commented, "It was rather cute to hear Mr. Clark say on Tuesday in his acceptance speeches carried over other Philadelphia radio and television stations that he would make his first public appearance as mayor-elect over WCAU-TV."

# CAPEHART PLAN

## New Option Given Manufacturers

MANUFACTURERS who plan to take advantage of the Capehart advertising allowance formula were given last week a new option when adjusting their ceiling prices.

The Office of Price Stabilization announced an alternative method whereby multi-product companies may calculate advertising, selling, research and administration costs on all products under regulations which become effective Dec. 19.

Manufacturers may elect to compute new ceilings under General Price Regulation 22—which becomes mandatory next month—instead of adjusting pre-Korean or base period prices. Order is intended to prevent price distortions among varied products.

Radio-TV set producers are not affected by the supplemental order OPS issued last Wednesday, since they will be exempted shortly from filing requirements of GPR 22 pending tailored regulations for that industry [B•T, Nov. 19].

But thousands of other firms—many of them prodigious users of radio, TV and other media advertising—now may:

(1) Propose their own methods for computing the price adjustment ratio to be applied to general ceiling figures.

(2) Tailor the method to "meet individual situations when necessary."

All increases are self-authorizing once companies have filed OPS Public Form 8 (required for GPR 22) and Form 100—application for Capehart cost adjustments. All applications are subject to OPS review to assure conformance with agency pricing provisions.

### Effect of Regulations

Here is the chronology of the amended regulation and its effect on manufacturers:

OPS last May issued an order permitting manufacturers of a wide range of products to apply a uniform adjustment factor to GPR prices rather than to pre-Korean levels. Many firms did not deem it advisable to mark up ceilings by adding cost boosts to base period prices fearing the result would be an inequitable relationship in prices among the various products.

Manufacturers who would apply for adjustments under last May's order are subject to provisions of the Capehart option plan and GPR 22 [B•T, Nov. 12]. To use the new alternative method firms must obtain OPS approval.

Under the original May directive, firms had to take the total business operation and compute an average price based on all operations. They still can use this method or elect to take the new option, comparing average price against the highest price received during a base period, plus a "percentage factor" obtained by adding advertising, selling and other overhead costs. Only labor and materials costs were included in the May regulation.

An example of multi-product lines—though not covered in this instance because of the forthcoming exemption—would be the radio-TV and refrigerator lines produced by some companies. Last week's order implements last summer's regulation in helping to preserve existing price relationships by giving an alternative method.

Assuming an average price of $110 for each product operation, a "percentage factor" could be arrived at by dividing this figure into, say, $99—or highest price during the base period—with extra provision for all overhead costs.

Multi-product firms, like other companies, may choose one of two groups of base periods:

(1) Any of the four quarters between July 1, 1949, and June 30, 1950—pre-Korean—under GPR 22, or

(2) The period from Jan. 1, 1950, to June 24, 1950 (under the Capehart plan), or the two 1950 quarters (as under GPR 22).

The allowance plan for advertising, selling, administration and research, as well as labor and materials costs, was fathered by Sen. Homer E. Capehart (R-Ind.).

It was legislated by Congress after strong industry protests pointing out that no allowance was made under GPR 22 for advertising expenditures. It was brought to the attention of industry by James D. Shouse, board chairman of Crosley Broadcasting Corp. and vice president of Avco Mfg. Corp., who labeled it "profit control."

# WJBK SHIFTS

## Lipson, Fischer Named

TWO appointments at WJBK-AM-FM-TV Detroit were announced last week by Richard E. Jones, vice president of the Fort Industry Co. in charge of the northern district.

Harry R. Lipson was promoted to the newly-created post of general sales manager. In his new post he will supervise all local and national sales of the company's Detroit outlets.

Richard Fischer was named program director. He went to WJBK from WSAI Cincinnati where he held a similar post.

Mr. Lipson went to the WJBK sales staff in 1948 from CKLW Windsor-Detroit.

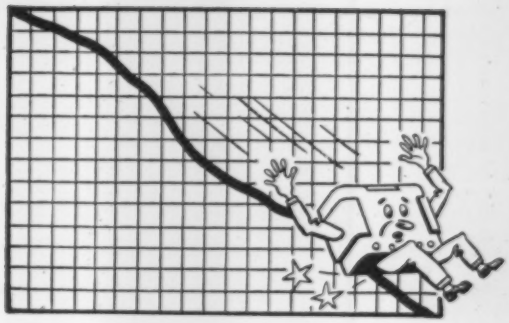
Mr. Fischer, in 1947, with his brother Don, bought WGEM Quincy, Ill., and operated that station until he joined WSAI in 1948.

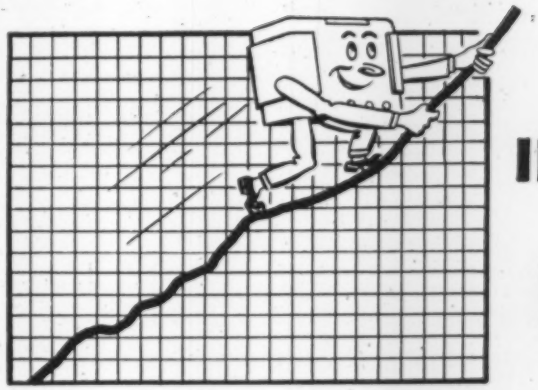
Mr. Lipson

Mr. Fischer

CONGRATULATIONS
TO N. B. C.
ON ITS 25th ANNIVERSARY

# WHO SAID MORNING RADIO LISTENING IS "OFF"?





# IN *Iowa*, IT'S UP 22.2%

The 1951 Iowa Radio Audience Survey* reveals increased listening for *every* quarter hour, 5 a.m. to 12 noon, 1951 over 1949! The increases range from 4.1% (10:45 to 11 a.m.) to 73.9% (6:45 to 7 a.m.), *with an average quarter-hour increase of 22.2%!*

This remarkable, almost exact comparison is possible because the 1951 Survey asked the same questions about listening habits at these hours, and at approximately the same week of the year as in 1949.

For the twelve-hour period 8 a.m. to 6 p.m. the Survey found an average increase in adult listening of 14.4%! Yet all increases must also be weighed against the fact that *Iowa now has more families, more homes, more car radios, and more multiple-set homes than in 1949!* It all adds up to an even greater *amount* of listening, making your Iowa dollar a better value than ever.

With its 50,000-watt, Clear Channel voice, WHO of course continues to be your best radio buy in Iowa. You can prove this to your own satisfaction by spending a few minutes with the 1951 Iowa Radio Audience Survey. *Write for your complimentary copy today!*

**WHO**

**+ for Iowa PLUS +**

**Des Moines . . . 50,000 Watts**

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

**FREE & PETERS, INC.**
**National Representatives**

*The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,180 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.

# COMMUNITY CHEST

**Broadcasts Open Hearts and Pocketbooks**

RED FEATHER campaign efforts on behalf of Community Chest drives throughout the country have earned for radio and TV stations a feather in their cap.

Public officials were unanimous in praise of stations which unfalteringly aided local drives toward their goals. A few specific reports had reached BROADCASTING • TELECASTING last week. Among them were:

In Enid, Okla., KCRC and KGWA combined facilities for a night to present a five-hour *Radio Party* to boost contributions. Enid citizens donated hundreds of dollars. In return, Disc Jockeys Hi Roberts of KGWA and Bill Orum, KCRC, spun request records. Guy Farnsworth, KCRC manager, an accordionist, and Harold Godschalk, KGWA manager, a singer, combined talents for promotion.

Community Chest in Arkansas was launched by a dinner for more than 500 workers and organizers with the tab being picked up by KLRA Little Rock and the *Arkansas Gazette*. In addition to being host at the kick-off banquet, KLRA produced and transcribed a special drive program which was carried by all Little Rock stations.

Full facilities of WDRC Hartford were committed to the drive in that area. WDRC Station Manager Walter Haase is a Community Chest director.

When Spike Jones, entertainer, was in Wilmington, Del., he adlibbed for an hour over WILM on behalf of the local Red Feather campaign. Between plugs for the drive and his cacophonic orchestra, the showman served as disc jockey for his own recordings.

A *Red Feather Review*, produced and staged by Saginaw, Mich., stations WKNX, WSAM and WSGW helped spur the local Community Chest drive. The three stations, in a joint and unified production arrangement, broadcast three one-hour local talent reviews on three successive Sundays.

In Jacksonville, Ill., a Radio Red Feather Day observance by WLDS resulted directly in contributions of $1,187 from more than 200 contributors. R. Karl Baker, WLDS manager, as the "Red Feather Man," took the air at 7 a.m. and worked throughout the day.

NBC outlet in Omaha, WOW-AM-TV, donated spot campaign announcements which had a sale-equivalent of $11,000. In addition, the station went all-out in promoting the *Fibber McGee and Molly* broadcast from Omaha which served as a kick-off signal for campaign workers. Frank P. Fogarty, WOW general manager, served as chairman of the initial gifts division of the drive.

When county contributions were lagging, WPTF and WNAO Raleigh joined in a half-hour appeal which resulted in over subscription of the local campaign quota by $932.63.

## McDonald Leaves ABC

*(Continued from page 30)*

three children. They reside at Pelham Manor, N. Y., where he is active in civic affairs.

At ABC, meanwhile, President Kintner said that Mrs. Zorbaugh as acting general attorney, will be in charge of all legal matters for that network.

Mrs. Zorbaugh, assistant general attorney and assistant secretary for ABC since 1950, in her new role as acting general attorney will be in charge of all legal matters for the network, President Kintner said.

The network president also said that the Washington law firm of Haley, McKenna & Wilkinson will continue to represent ABC in all

Barnesboro, Pa., she was graduated from New York U. and the N. Y. U. Law School. She is an active member of American Women in FCC hearings.

**Joined ABC in 1943**

Mrs. Zorbaugh, a member of the New York Bar, joined the network's legal department in 1943 and previously was associated with the New York law firm of Crawford & Sprague. A native of Barnesboro, Pa., she was graduated from New York U. and the N. Y. U. Law School. She is an active member of American Women in Radio and Television, Assn. of the Bar of the City of New York and Advertising Women of New York.

She is married to Harvey W. Zorbaugh, head of the department of sociology in the school of education at N.Y.U. Residents of Plandome, L. I., the Zorbaughs have two children, Warren, a senior at Colgate U., and Anne, who attends school in Manhasset, L. I.

FULL ABC Radio Network carried ceremonies dedicating United Cerebral Palsy's new three-story, 22-room clinical research center in Philadelphia. Program included addresses by Leonard H. Goldenson, president of UCP and head of United Paramount Theatres; Gov. John S. Fine of Pennsylvania; Dr. Pearce Bailey, director of National Institute of Neurological Diseases and Blindness, and Arthur Larschan, president of the UCP research project and vice president and treasurer of UCP.

WHO talks to this Guy?

Well over 250,000 automobiles in WGR's Western New York listening range are radio-equipped

WGR's top-rated programming catches this *extra* listenership... a big plus to WGR's established coverage of the 360,000 radio-equipped homes in this rich market.

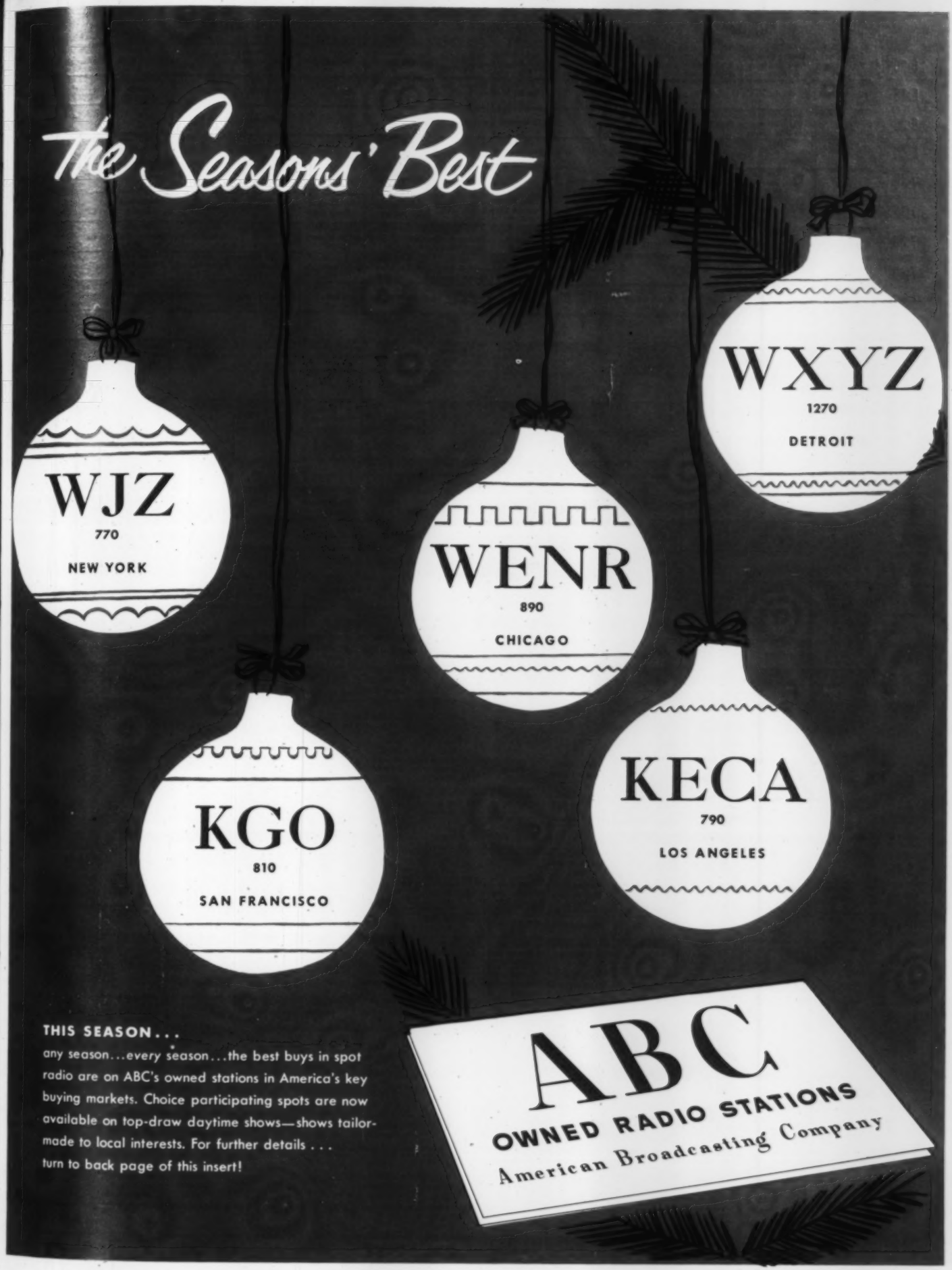
CBS Radio Network

WGR 55 *Broadcasting Corporation*

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

*Leo J. ("Fitz") Fitzpatrick*
*I. R. ("Ike") Lounsberry*


The Seasons' Best
WJZ
770
NEW YORK
WENR
890
CHICAGO
WXYZ
1270
DETROIT
KGO
810
SAN FRANCISCO
KECA
790
LOS ANGELES
THIS SEASON...
any season...every season...the best buys in spot radio are on ABC's owned stations in America's key buying markets. Choice participating spots are now available on top-draw daytime shows—shows tailor-made to local interests. For further details . . . turn to back page of this insert!
ABC
OWNED RADIO STATIONS
American Broadcasting Company

# COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

## SUNDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 6:00 PM | Carter Prods. Drew Pearson (127) | Pearson Pharm. My Friend Irma (190) | Quaker Sgt. Preston of the Yukon | Texas Rangers Joel McCrea S |
| 6:15 | Seeman Bros. Mon. Headlines (268) R | " | " | " |
| 6:30 | CBC Winnipeg Concert (alt.) CBC Vancouver | C-P-P Dental & Shave Creams Our Miss Brooks (191) | Nick Carter | Reynolds Metals The Big Show (171) |
| 6:45 | Symphony | " | (5:55-7) Marine Cedric Foster | " |
| 7:00 | " | Amer. Tob. Co. Jack Benny (197) R | Under Arrest S | The Big Show OT |
| 7:15 | " | " | " | " |
| 7:30 | The Great Adventure S | Rexall Amos 'n' Andy (191) | Affairs of Peter Salem | " *OT |
| 7:45 | " | " | " | " |
| 8:00 | Pontiac Stop the Music (12-2&12-9 only) | Coca-Cola Charlie McCarthy Show (200) | Singing Marshall | RCA Harris & Faye (174) |
| 8:15 | " | " | " | " |
| 8:30 | Stop the Music S | Philip Morris Horace Heidt (186) | Enchanted Hour | U. S. Steel Theatre Guild on the Air (173) |
| 8:45 | Lorillard Stop the Music (197) | " | " | " |
| 9:00 | Warner-Hudnut Walter Winchell (287) | Electric Cos. Corliss Archer (176) | Opera Concert | " |
| 9:15 | Andrew Jergens Louella Parsons (232) | " | " | " |
| 9:30 | Ronson Art Metal Hollywood Stars on Stage | Carnation Co. Contented Hour (184) | This Is Europe | Philip Morris Eddie Cantor (148) |
| 9:45 | " | " | " | " |
| 10:00 | Burton Dixie Corp., Paul Harvey (118) | Longines-Wittnauer Choraliers (156) | Okla. City Symphony | The Silent Men D. Fairbanks Jr. S |
| 10:15 | Gloria Parker Show S | " | " | " |
| 10:30 | Co-op George Sokolsky | Music For You | " | NBC Jubilee Show L P 11 11 |
| 10:45 | Dr. Gino S | " | " | " |
| 11:00 | News S | News | News | News from NBC |
| 11:15 PM | Thoughts In Passing S | Elmer Roper | Music | Clifton Utley |

## MONDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 6:00 PM | Not in Service Mon-Fri 6-7 p.m. | Metro. Life Ins. Allan Jackson (25) | Repeat of Kid Strips | News Bob Warren S |
| 6:15 | " | You and the World S | " | No Network Service (6:15-6:45) |
| 6:30 | " | No Network | " | " |
| 6:45 | " | P&G Ivory Lowell Thomas (105) | " | Sun Oil Co. 3-Star Extra (34) |
| 7:00 | Co-op Headline Edition | P&G Ozyd. Lava Dreft—Beulah (124) R | Co-op Fulton Lewis Jr. (320) | Pure Oil Co. News Time (33) |
| 7:15 | Co-op Elmer Davis | P&G Tide Jack Smith Show (151) R | Dinner Date S | No Network Service |
| 7:30 | General Mills Lone Ranger (153) R | Campbell Soup Club 15 (164) R | Amer. School & Beltone alt. wks. Gabriel Heatter | Miles Labs News of World (160) |
| 7:45 | (See footnote) | Am. Oil-Hamm. Ed. R. Murrow (102) | Co-op (7:45-7:55) Mutual Newsreel | Miles Labs 1 Man's Family (157) H R |
| 8:00 | The Big Hand S | Elec. Auto-Lite Suspense (184) R | Hashknife Hartley | AA of RR's Railroad Hour (176) |
| 8:15 | " | " | " | " |
| 8:30 | General Motors Henry Taylor (159) | Lever-Lipton Godfrey Talent Scouts (164) R | (8:30-8:55) Crime Fighters | Firestone Voice of Firestone (141) |
| 8:45 | World Wide Flashes S | " | " | " |
| 9:00 | Time For Defense S | Lever—Lux Lux Radio Theatre (179) | Murder By Experts S | Bell Telephone Telephone Hour (173) R |
| 9:15 | " | " | " | " |
| 9:30 | Paul Whiteman Teen Club S | " | Co-op War Front—Home Front | Cities Service Band of America (101) N |
| 9:45 | " | " | " | " |
| 10:00 | News of Tomorrow S | R. J. Reynolds Bob Hawk Show (178) | A. F. of L. Frank Edwards (131) | Coca-Cola Mario Lanza Show (179) |
| 10:15 | Dream Harbor S | " | Co-op I Love A Mystery | " |
| 10:30 | Latin Quarter Orchestra S | Phillips Petro Rex Allen Show (68) | Bands For Bonds | The Man Called "X" |
| 10:45 | " | Robert Q. Waxworks | " | " |
| 11:00 | Band S | News | Co-op Baukhage Talking | News from NBC |
| 11:15 PM | Sports Report S | Dance Orchestra | U.N. Highlights | News of the World Morgan Beatt |

## TUESDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 6:00 PM | Not in Service | Metro. Life Ins. Allan Jackson (25) | Repeat of Kid Strips | News Bob Warren S |
| 6:15 | " | You and the World S | " | No Network Service (6:15-6:45) |
| 6:30 | " | No Network | " | " |
| 6:45 | " | P&G Ivory Lowell Thomas (105) | " | Sun Oil Co. 3-Star Extra (33) |
| 7:00 | Co-op Headline Edition | P&G Ozyd. Lava Dreft—Beulah (124) R | Fulton Lewis Jr. (320) | Pure Oil Co. News Time (29) |
| 7:15 | Co-op Elmer Davis | P&G Tide Jack Smith Show (151) R | Dinner Date | No Network Service |
| 7:30 | General Mills Mr. Mercury (137) | Campbell Soup Club 15 (164) R | Gabriel Heatter | Miles Labs. News of World (160) |
| 7:45 | " | Am. Oil-Hamm. Ed. R. Murrow (105) | Co-op Mutual Newsreel (7:45-7:55) | Miles Labs 1 Man's Family (157) H R |
| 8:00 | Newsstand Theatre S | Mars People Are Funny (149) (alt. wks.) | Count of Monte Cristo S | duPont Cavalcade of America (157) |
| 8:15 | " | " | " | " |
| 8:30 | Chance of a Lifetime S | C-P-P Shampoo & Shave Cream Mr. & Mrs. North (192) R | Official Detective S | Lewis-Howe Co. Tums Hollywood Theatre (167) |
| 8:45 | " | " | " | " |
| 9:00 | Co-op Town Meeting | Wm Wrigley Life of Luigi (184) | John Steele Adventurer | Liggett & Myers Chesterfield Bob Hope (174) |
| 9:15 | " | " | " | " |
| 9:30 | " | Sterling Drug Pursuit (150) | Mysterious Traveler | Pet Milk Fibber McGee & Molly (155) |
| 9:45 | Chr. S. Publ. Co. Chr. S. Monitor Views News (15) | " | " | " |
| 10:00 | News of Tomorrow S | Meet Millie | A. F. of L. Frank Edwards (26) | Lever Bros. Big Town (137) |
| 10:15 | Dream Harbor S | " | Co-op I Love A Mystery | " |
| 10:30 | United—or Not? S | Robert Q's Waxworks | Dance Orchestra | Philip Morris Playhouse on Broadway (152) |
| 10:45 | " | " | " | " |
| 11:00 | Band S | News | Co-op Baukhage Talking | News from NBC |
| 11:15 PM | Sports Report S | Dance Orchestra | U.N. Highlights | News of the World Morgan Beatty |

## SUNDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 9:00 AM | Milton Cross OperaAlbum S | Trinity Choir | Elder Michaux Happiness Hour | Co-op World News Lockwood Dot |
| 9:15 | " | News S | " | We Hold These Truths |
| 9:30 | Prophecy, Inc. Voice of Prophecy (99) | E. Power Biggs | Christian Rel. Church Back to God | We Remember (9:30-10 Spl.) |
| 9:45 | " | " | " | Hudson Coal D&H Miners Spl. (14) |
| 10:00 | Message of Israel S | Church of Air S | Radio Bible Class (314) | National Radio Pulpit S |
| 10:15 | " | " | " | " |
| 10:30 | Negro College Chairs S | " | Voice of Prophecy (332) | Dr. Peale Art of Living S |
| 10:45 | " | " | " | News Highlights S |
| 11:00 | Fine Arts Quartet S | Salt Lake City Tabernacle | Wm. Hillman | Faultless Starch Time (53) Spl. |
| 11:15 | " | " | Dixie 4 Quartet | Morning Serenade S |
| 11:30 | The Christian In Action S | Invitation to Learning* S | Northwestern U Review S | U.N. Is My Beat S |
| 11:45 | " | " | " | Carnival of Books |
| 12:00 N | News S | People's Platform | College Choirs | America United S |
| 12:15 PM | Brunch Time S | " | " | " |
| 12:30 | Co-op Piano Playhouse | Howard K. Smith | Co-op Hazel Markel | The Eternal Light S |
| 12:45 | " | Richfield Oil C. Collingwood (36) | Dawn Bible Frank & Ernest | " |
| 1:00 | San Francisco Sketch Book S | String Serenade | Vandeventer & The News S | Critic at Large |
| 1:15 | " | " | Book Associates Various | Mike 95 |

## MONDAY - FRIDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 9:00 AM | General Foods Breakfast Club (266) | Co-op News | Co-op Robt. Hurleigh | No Network Service |
| 9:15 | Swift & Co. Breakfast Club (290) R | Barnyard Follies S | 9:15-25 Co-op Tell Your Nghbr. 9:25-30 News | " |
| 9:30 | " | " | Harmony Rangers | " |
| 9:45 | Philco Corp Breakfast Club (289) | " | " | " |
| 10:00 | Sterling Drug My True Story (212) R | Toni-Reid-Murdock, Arthur Godfrey (176) R | Co-op Cecil Brown (55) | P&G, Welcome Travelers (144) |
| 10:15 | (See footnote) | Lever-Rinso Arthur Godfrey (178) R | Faith Our Time S | " |
| 10:30 | General Mills Betty Crocker (91) R | Pillsbury Arthur Godfrey (190) R | Co-op Take a Number 10:30-10:55 | Swift & Co. Red Foley Show (43) Spl. |
| 10:45 | Philip Morris Against the Storm (255) | National Biscuit Arthur Godfrey (191) R | " | Campbell Double or Nothin 10:30-11 (35) |
| 11:00 | Lever Bros. Lone Journey (257) | Liggett & Myers Arthur Godfrey (198) R | Sterling Drug Ladies Fair 11-11:25 | C-P-P Strike It Rich (168) |
| 11:15 | General Foods When a Girl Marries (94) | " | " | " |
| 11:30 | Bristol-Myers (MWF) (290) | Contnl. Baking Grand Slam (50) | Lorillard-Kraft Queen for A Day | C-P-P King's Row (40) |
| 11:45 | Philip Morris (TuTh) (257) Break the Bank | P&G Ivory Snow Rosemary (140) | " | Armour Dial Dave Garoway (178) |
| 12:00 N | Prudential The Jack Berch Show (256) | General Foods Wendy Warren (158) | Miles Labs Curt Massey Time | No Network Service |
| 12:15 PM | Serutan Victor Lindlahr (149) | Lever Bros. Aunt Jenny (143) | Lanny Ross S | Pickens Party S |
| 12:30 | Not in Service | Whitehall Helen Trent (173) | Miscellaneous Program | No Network Service |
| 12:45 | " | Whitehall Our Gal Sunday (168) | Bob Poole Show | " |
| 1:00 | Co-op Paul Harvey | P&G Ivory, Spa & Span, Big Sister (149) | Co-op Cedric Foster | Homelowners S |
| 1:15 | Co-op Ted Malone | P&G Oxydol Ma Perkins (158) | 1:15-1:25 H. Harding 1:25-1:30 News | Pickens Party Rpt. |

## SATURDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 9:00 AM | Co-op No School Today | Co-op News | Network Opens 10 a.m. | Cities in Washington S |
| 9:15 | " S | Barnyard Follies S | " | " |
| 9:30 | " | " | " | Brown Shoe (128) Smilin' Ed McConnell |
| 9:45 | " | Garden Gate | " | " |
| 10:00 | " | Lee Kelton Orchestra | Miscellaneous Program S | Mind Your Manners |
| 10:15 | " | Galen Drake * | " | " |
| 10:30 | Ralston Space Patrol (284) | Make Way Youth | Leslie Nichols | Pet Milk Mary Lee Taylor (144) |
| 10:45 | " | " | Helen Hall | " |
| 11:00 | Junior Junction S | Cream of Wheat Let's Pretend *(156) | Georgia Crackers | Tintair S. Maugham Theatre (134) |
| 11:15 | " | " | " | " |
| 11:30 | Eddie Fisher Show | Cannon Mills Give & Take (149) | U.S. Marine Band | Hollywood Love Story S |
| 11:45 | " | " | " | " |
| 12:00 N | 101 Ranch Boys S | Armstrong Cork Theatre of Today (185) | Quaker Man on the Farm | Barriault Washington News |
| 12:15 PM | " | " | " | Public Affairs S |
| 12:30 | American Farmer S | Carnation, Stars Over Hollywood (150) | 5th Army Band | U.S. Marine Band |
| 12:45 | " | " | " | " |
| 1:00 | Navy Hour S | Toni Grand.Cen.Sta. (176) | Bands For Bonds | Allis-Chalmers Natl. Farm & H. Hour (174) |
| 1:15 | " | " | " | " |

## DAYTIME

| | ABC |
|---|---|
| 1:30 PM | |
| 1:45 | |
| 2:00 | |
| 2:15 | |
| 2:30 | |
| 2:45 | |
| 3:00 | |
| 3:15 | |
| 3:30 | |
| 3:45 | |
| 4:00 | |
| 4:15 | |
| 4:30 | |
| 4:45 | |
| 5:00 | |
| 5:15 | |
| 5:30 | |
| 5:45 PM | |

# EVENING — FOR DECEMBER 1951

| TUESDAY MBS | TUESDAY NBC | THURSDAY ABC | THURSDAY CBS | THURSDAY MBS | THURSDAY NBC | FRIDAY ABC | FRIDAY CBS | FRIDAY MBS | FRIDAY NBC | SATURDAY ABC | SATURDAY CBS | SATURDAY MBS | SATURDAY NBC | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Repeat of Kid Strips | News Bob Warren S | Not in Service | Metro. Life Ins. Allan Jackson (25) | Repeat of Kid Strips | News Lionel Risau S | Not in Service | Metro. Life Ins. Allan Jackson (25) | Repeat of Kid Strips | News Lionel Risau S | Una May Carlisle S | Morton Salt Visitin' Time (7) | Harmony Rangers | Bob Warren News | 6:00 PM |
| " | No Network Service 6:15-6:45 | " | You and the World S | " | No Network Service 6:15-6:45 | " | You and the World S | " | No Network Service 6:15-6:45 | Faith of The Future S | " | " | Earl Godwin's Washington | 6:15 |
| " | " | " | No Network | " | " | " | No Network | " | " | Co-op Harry Wismer | Dr. Pepper Sports Roundup (48) | Organ Music | NBC Symphony Orchestra | 6:30 |
| " | Sun Oil Co. 3-Star Extra (34) | " | P&G—Ivory Lowell Thomas (105) | " | Sun Oil Co. 3-Star Extra (32) | " | P&G—Ivory Lowell Thomas (105) | " | Sun Oil Co. 3-Star Extra (33) | Labor-Management S | Richfield Oil L. Leseuer (26) | Soldiers Serenade | " | 6:45 |
| Fulton Lewis Jr. (329) | Pure Oil Co. News Time (34) | Co-op Headline Edition | P&G—Oxy. Lova Dreft—Beulah (124) R | Fulton Lewis Jr. (329) | Pure Oil Co. News Time (30) | Co-op Headline Edition | P&G Oxyd. Lova Dreft—Beulah (124) R | Fulton Lewis Jr. (329) | Pure Oil Co. News Time (33) | " | Johnny Dollar | Co-op Al Helfer | " | 7:00 |
| Dinner Date | No Network Service | Co-op Elmer Davis | P&G—Tide Jack Smith Show (151) R | Dinner Date | No Network Service | Co-op Elmer Davis | P&G—Tide Jack Smith Show (151) R | Dinner Date | No Network Service | Co-op Bert Andrews | " | Twin Views of the News | " | 7:15 |
| Raymond Gabriel Heatter | Miles Labs News of World (150) | General Mills Silver Eagle (137) | Campbell Soup Club 15 (164) R | VCA Labs. Inc. Gabriel Heatter | Miles Labs News of World (160) | General Mills Lone Ranger (153) | Campbell Soup Club 15 (164) R | Pearson Pharm. Co. Gabriel Heatter | Miles Labs News of World (160) | TBA | R. J. Reynolds Vaughn Monroe (178) R | Comedy of Errors (7:30-7:55) | Archie Andrews S | 7:30 |
| Co-op 7:45-7:55 Mutual Newsreel | Miles Labs 1 Man's Family (157) H R | " | Am. Oil-Hamm. Ed. R. Murrow (102) | Co-op 7:45-7:55 Mutual Newsreel | Miles Labs 1 Man's Family (157) H R | (See footnote) | Am. Oil-Hamm. Ed. R. Murrow (102) | Co-op 7:45-7:55 Mutual Newsreel | Miles Labs 1 Man's Family (157) H R | " | " | State Farm Auto Ins. Co. C. Brown | " | 7:45 |
| The Hidden Truth S | Schlitz Brewing Halls of Ivy (169) | American Chicle Defense Attorney (207) | Wildroot F.B.I. In Peace & War (154) R | California Caravan S | General Foods Father Knows Best (157) | R. J. Reynolds Richard Diamond (295) | Musicland USA | Magazine Theatre | General Foods Ray Rogers (171) | Dancing Party S | Wrigley Gene Autry (179) | 20 Questions | Jane Ace Disc Jockey | 8:00 |
| " | " | " | " | " | " | " | " | " | " | " | " | " | " | 8:15 |
| International Airport | Kraft Gildersleeve (1:6) | Hollywood Star Playhouse S | Hall Bros. Hallmark Playhouse (181) R | Pal Blades Rod & Gun Club (135) | Mr. Keen Tracer of Lost Persons *OT | Equitable Life This Is Your FBI (280) R | The Big Time | Dance Orchestra | The Martin & Lewis Show *OT | " | GF-Post Cereal HopalongCassidy (155) | Take a Number | Bob & Ray | 8:30 |
| " | " | " | " | " | " | " | " | " | " | " | " | " | " | 8:45 |
| 2,000 Plus S | DeSoto Plymouth Dealers, You Be Your Life (178) | Lorillard Amateur Hour (285) | Hearthstone and the Death Squad | True or False | L&M Fatima Dragnet (170) R | Heinz Ozzie & Harriet (286) | Paul Weston Show | Armed Forces Review | Duffy's Tavern S | " | GF-Grape-Nuts Gangbusters *(158) | Hawaii Calls | Talent Search Country Style S | 9:00 |
| " | " | " | " | " | " | " | " | " | " | " | " | " | " | 9:15 |
| Family Theatre S | Am. Cig. & Cig. The Big Story (181) | " | Operation Underground | Co-op Reporter's Roundup | Gulf Refining Countersp (122) | Bristol-Myers Mr. District Atty. (288) | Robert Q's Waxworks | Bandstand U.S.A. | Short Story S | " | Broadway Is My Beat | Lombardoland U.S.A. S | R. J. Reynolds Grand Ole Opry (163) | 9:30 |
| " | " | Foreign Reporter S | " | " | " | " (see Footnote) | " | " | " | " | " | " | " | 9:45 |
| A. F. of L. Frank Edwards (131) | Barrie Craig Conf. Investigator S | News of Tomorrow S | The Lineup | A. F. of L. Frank Edwards (26) | Amer. Tob. Co. Your Hit Parade (174) | Gillette Cavalcade of Sports (283) | Capitol Cloakroom | A. F. of L. Frank Edwards (131) | Night Beat S | Saturday at Shamrock S | Robert Q's Waxworks | Chicago Theatre of the Air S | Dangerous Assignment S | 10:00 |
| Co-op I Love A Mystery | " | Club Can Do S | " | Co-op I Love A Mystery | " | " | " | Co-op I Love A Mystery | " | " | " | " | " | 10:15 |
| Dance Orchestra S | RCA Meredith Willson (179) | Hotel Edison Orchestra S | Robert Q's Waxworks | Dance Orchestra | Al Goodman's Musical Album | " | Dance Orchestra | Dance Orchestra | Bill Stern's Portraits in Sports | Hotel Claremont S | " | " | Roundup Time S | 10:30 |
| " | " | " | " | " | " | American Sports Page S | " | " | Pro & Con S | " | " | " | " | 10:45 |
| Co-op Bookbage Talking | News from NBC | Band S | News | Co-op Bookbage Talking | News from NBC | News S | News | Co-op Bookbage Talking | News from NBC | News S | News | News | News from NBC | 11:00 |
| U.N. Highlights | News of the World Morgan Beatty | Sports Report S | Dance Orchestra | U.N. Highlights | News of the World Morgan Beatty | Sports Report S | Dance Orchestra | U.N. Highlights | News of the World Morgan Beatty | Buddy Weed Trio S | Dance Orchestra | Dance Orchestra | TBA | 11:15 PM |

# DAYTIME

| SUNDAY CBS | SUNDAY MBS | SUNDAY NBC | MONDAY - FRIDAY ABC | MONDAY - FRIDAY CBS | MONDAY - FRIDAY MBS | MONDAY - FRIDAY NBC | SATURDAY ABC | SATURDAY CBS | SATURDAY MBS | SATURDAY NBC |
|---|---|---|---|---|---|---|---|---|---|---|
| Starlight Melodies | Lutheran Hour (Lutheran) | U. of Chicago Roundtable | Not In Service | P&G Crisco Dr. Malone (151) | Luncheon with Lopez | Co-op News George Hicks S | Vincent Lopez Show | Carter City Hospital (148) | Dance Orchestra | Coast Guard Cadets on Parade |
| " | " | " | " | P&G Duz Guiding Light (154) | " | Wesson Oil Dr. Paul (59) | " | " | " | " |
| Lourjes-Wittauer Symphonette (153) | Top Tunes with Trendler | The Catholic Hour | Co-op M. M. McBride | GF Swan-Cal. Mrs. Burton (78) Grady Cole (40) | Dixieland Matinee | Campbell Soup Double or Nothing (128) | Football S | Hormel & Co. Music with H. Girls (119) | Dunn on Discs | Musicana |
| " | " | " | " | P&G Tide Perry Mason (158) | " | " | " | " | " | " |
| New York Philharmonic Orchestra | Co-op Bill Cunningham (72) | Amer. Trucking Amer. Forum of the Air (167) | Family Circle (2:30-3:10) S | Toni, Seeman Nora Drake (165) | Say It with Music | General Mills Live Like A Millionaire (74) | " | The Chicagoans | " | Football Games TBA |
| " | Report From Pentagon | " | " | P&G Ivory Fl. Brighter Day (142) | " | Amer. Tob. Co. Banghart 2:55 | " | " | " | " |
| " | Bandstand U.S.A. | TBA | Mary Martin (3:15-3:25) | Miles Labs Hilltop House (144) | Co-op Poole's Paradise | P&G Life-Beautiful (154) | " | Report From Over Seas | Bandstand U.S.A. | " |
| " | " | " | (See footnote) | Pillsbury House Party (160)* | " | P&G Road of Life (155) | " | Adventure In Science | " | " |
| " | Air Force Hour | Am. Dairy Assn. David Lawrence (171) | Lever Bros. "Joyce Jordan, M.D."* | " | " | P&G Pepper Young (158) | " | Farm News | Sports Parade | " |
| " | " | Belmont Radio John C. Swayze (135) | Philip Morris Romance of E. Winters (249) | Winner Take All | " | P&G Right to Happiness (157) | " | Correspondents' Scratch Pad | " | " |
| Bill Shadel News | Bobby Benson | The Falcon S | Valiant Lady S | " | Miscellaneous Programs | P&G Backstage Wife (146) | " | Stan Dougherty Presents | Caribbean Crossroads | " |
| Bellanca Ed. C. Hill (ff. wks.) (139) | " | " | Marriage for Two S | " | 4:25 News S | Sterling Drug Stella Dallas (148) | " | " | " | " |
| It's Always Sunday | Kellogg Wild Bill Hickok (4:30-4:55) | U. S. Tobacco Martin Kane (167) | The Perfect Husband Co-op | Treasury Bandstand | Mert's Record Adventures M-F 4:30-5 | Sterling Drug Young Widder Brown (148) | " | TBA | Special Christmas Programs | Downhomers |
| " | American Chicle Bobby Benson (4:55-5) | " | " | 4:55-5 News | M—B. Benson TuTh Quaker Sgt. Preston of | Manhtn. Soap Woman in My House (171) | " | " | " | " |
| Kingan Arthur Godfrey (34) | Wildroot The Shadow | The Whisperer S | Big Jon & Sparkie S | M—Music By Antonini TuW Chicagoans ThF St. Louis Matinee | Yukon WF OrangeCrush Green Hornet | Whitehall Just Plain Bill (143) | Roseland Ballroom S | TBA | Matinee at Meadowbrook | Big City Serenade |
| " | " | " | " | " | 5:30-5:55 Tu & Th, Derby Sky King | Whitehall Front Page Farrell (138) | " | " | " | " |
| How To | Williamson True Detective Mysteries (483) | This Is Scotland Yard | Kellogg Co. Mark Trail (223) Victor Borge (221) | Top Tune Time | 5:30-5:55 MWF Kellogg Clyde Beatty | P&G Lorenzo Jones (97) | " | Saturday at the Chase | " | Football Scores |
| " | " | " | (MWF) Fun Factory (TuTh) S | Miles Labs Curt Massey Time (146) R | M-F 5:55-6 Tex Fletcher | Bob & Ray | Club Aluminum Club Time (20) | " | " | Mutual Benefit Ins., Bob Considine (170) |

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced. Time EST.

**ABC**—10:25-10:30 a.m., M-F, Gen. Mills, Arnold—Storyteller, (91).
3:25-3:30 p.m., M-F, John H. Dulaney & Son, Dulaney Daily Double, (49).
5:55-6 p.m., Tu.-Th, Amer. Chicle, W. Rogers (175).
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.

**CBS**—8:30-9:15 a.m. Sun., Gen. Foods, Sun. Morning Gatherin', (107).
8:30-8:45 a.m. M-F, General Foods, Renfro Valley Country Store, (60).
10:25-10:30 a.m. Sat., Econ Labs, G. Drake, (184).
11-11:05 a.m. Sat., Campana Sales Co. Bill Shadel News, (182).
11:30-11:35 a.m., Sun., Shadel-News.
3:55-4 p.m. M-F, Pillsbury, G. Drake, (160).
9:25-9:30 p.m. Sat., Gen. Fds, Shadel-News (155).
10:25-10:30 a.m. Sat., Econ Labs, G. Drake (184).
*4-4:05 p.m. Sun., No. Amer. Van Lines, Jay Stewart, Fan Mail (174).

**MBS**—7:55-8 p.m. M-F, Miller Brew. News.
8:55-9 p.m. M-F, Bill Henry & the News, Johns-Manville, 434 stas.
8:55-9 a.m. M-F, Higbie-News, Amer. Tob.
10:25-10:30, 11:25-11:30 a.m. M-F, 12:25-30, 2:25-30, 3:25-30, M-F, Bab-O Reporter, B. T. Babbit Inc.
10:55-11 a.m. M-F, Happy Felton, Amer. Tob.
11:30-12 noon Tu-Th, Kraft Foods Co., co-sponsors Queen for a Day.

**NBC**—"OT Operation Tandem, Whitehall Amer. Chicle, Liggett & Myers.
8-8:15 a.m., Skelly Oil, M-F, News (28); Sat., This Farming Bus.
10:15-11 a.m. Hymn Time, Gen. Mills, (10).

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
Nov. 26, 1951
Copyright 1951

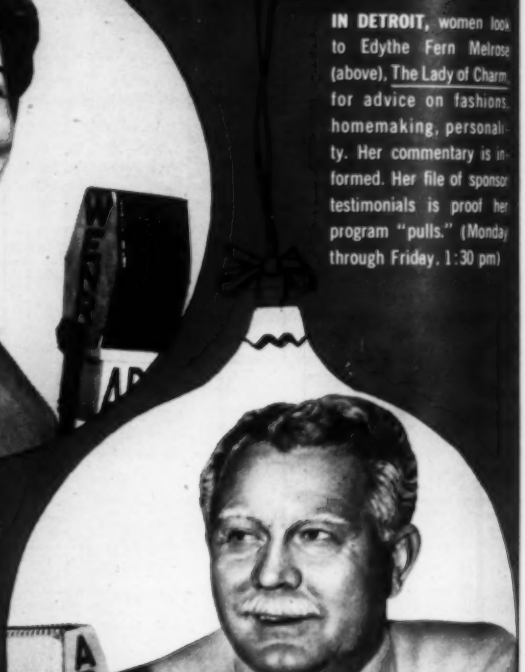
# The Seasons' Best

**IN NEW YORK,** the ladies have been falling—and falling hard—for WJZ's Dean Cameron (below). They like what he says, believe what he says, and buy the products he advertises. (Monday through Friday, 4:30 pm)

**IN CHICAGO,** a gal's best friend is Beulah Karney (below). She keeps her WENR audience happy with a variety of subjects—everything from home management to fashion tips. Listeners consider her a personal friend. (Monday through Friday, 4:30 pm)

**IN DETROIT,** women look to Edythe Fern Melrose (above), The Lady of Charm, for advice on fashions, homemaking, personality. Her commentary is informed. Her file of sponsor testimonials is proof her program "pulls." (Monday through Friday, 1:30 pm)

**IN LOS ANGELES,** most popular guy in town is KECA's Tom Owen (right)—especially with advertisers! Tom's voice is known by millions... his homey patter really sells 'em. (Mon. through Fri., 7 am; Mon., Wed., Fri., 12:30 pm; Tues., Thurs., 12:45 pm)




**IN SAN FRANCISCO,** Ann Holden (left) is "First Lady of Radio." On KGO's Home Forum, she talks frankly and sells frankly... invites response from her listeners and gets it! (Monday through Friday, 4 pm)

**ABC**
**OWNED RADIO STATIONS**
American Broadcasting Company

# ELECTIONS

## Networks Planning '52 Coverage

THE NETWORKS last week were beginning to look a year ahead, starting plans for covering the November 1952 Presidential elections.

Wells Church, news editor-in-chief for CBS Radio, spent the week in Washington to begin organizational work for coverage of preliminary caucuses, the midyear conventions in Chicago and the final voting. Plans, under supervision of Edmund A. Chester, director of the CBS Radio news department, called for world-wide organization with CBS Radio reporters in foreign capitals collecting world reaction. Newsmen in Korea were expected to obtain troop attitudes towards the candidates and the vote. If feasible, CBS Radio hoped to establish a central reporting station in the war zone where troops could gather to hear returns as they became known. Mr. Church was scheduled to go to the West Coast for further planning this week.

NBC news and network officials also were conferring in New York and Washington last week to chart both radio and TV coverage of the national elections. President Joseph H. McConnell earlier had successfully urged both parties to hold their sessions in Chicago's International Amphitheatre—which provides sufficient side space for TV operations and temporary studios —rather than in the Chicago Stadium, where past conventions have been held. That both CBS and NBC were called in for conferences before the parties selected their convention sites was considered further indication of the importance of television as a political instrument.

NBC's W. W. Chaplin, it was understood, would begin a trip throughout the country next week to start a series of pre-convention grass roots broadcasts, sampling regional political preferences and anticipating possible convention stands. Other veteran NBC newsmen—such as H. V. Kaltenborn, John Cameron Swayze and Richard Harkness—were to receive specific assignments regarding the election later on.

Other networks were holding conferences with party officials as well as special events staffs as preliminary coverage plans began to shape up, but were withholding announcements until assignments and schedules are completed.

## NEWS FOR KIDS

### KFBI Begins New Show

A NEWSCAST program fitted to the needs of youngsters is now programmed by KFBI Wichita with success, according to Manager Hale Bondurant.

The news show, written in story form, is broadcast at 4:55 p.m. Mon.-Fri. Called *Juvenile Journal*, the program has received generous praise from school officials and others interested in child education, Mr. Bondurant notes.

KFBI News Director Bob Gadberry, explaining the type of news show being put together by the station, adds that the *Journal* is not news about the younger listeners but news tailored for their understanding.

While the program is creating new interest with children, the station reports that a surprising response has come from adult listeners who find themselves better able to grasp the meaning of the news. Interest of both parent and child has been leading to a "family forum" type of discussion of current events, according to responding families, KFBI reports.

## SDX ELECTS

### Radio-TV Gets Recognition

RADIO-TV industry was recognized Nov. 17 when two of its representatives were elected to national office in Sigma Delta Chi, professional journalism fraternity.

Elected to the national executive council were Oliver Gramling, Associated Press assistant general manager in charge of radio, and Sol Taishoff, editor and publisher, BROADCASTING • TELECASTING.

Other newly chosen officers were: president, Charles Clayton, St. Louis *Globe-Democrat* (KXOK-AM-FM); vice presidents, Lee Hills, Miami *Herald* (WQAM); Alden Waite, Southern California Associated Newspapers, and Robert U. Brown, *Editor & Publisher;* secretary, Mason Smith, Gouverneur, N. Y. *Tribune Press;* treasurer, Clifford Weigle, Stanford U.; chairman of executive council, John McClelland Jr., Longview, Wash., *Daily News;* and national executive council members (in addition to Messrs. Gramling and Taishoff) Ed Dooley, Denver *Post*, and J. D. Ferguson, Milwaukee *Journal* (WTMJ-AM-TV).

## HOMEMAKERS' DAY

### KMA Event Packs Studios

AN OVERFLOW crowd jammed the studio-auditorium of KMA Shenandoah, Iowa, to celebrate the biggest Homemakers' Day in the station's 27-year-old history, KMA reported last week.

More than 1,500 women from four states were on hand for the occasion, highlighted with a home freezing and cooking demonstration presented by Kathryn Miller, International Harvester home economist. KMA furnished entertainment and gave out $700 worth of free prizes. Capacity of auditorium is about 750. Those who could not jam into the studio listened to the program over loud-speakers set up in the lobby.


KLZ — 30 YEARS OF SERVICE

DAN THORNTON
*Governor of Colorado*

"...KLZ sells democracy with dramatic impact!"

Colorado's chief executive, Governor Dan Thornton, says "KLZ sells democracy with dramatic impact!"

Governor Thornton was referring to "Freedom Essays," KLZ's way of observing the 175th birthday of the U.S.A. Each night Colorado civic, religious and governmental leaders broadcast their own essays on "What Democracy Means to Me"—another example of the ingenuity in creating public service programs which has long been a KLZ trademark.

KLZ

5000 WATTS CBS 560 KC

DENVER'S NO. 1 HOOPER STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

NIGHTLY *Matinee at Midnight* on WBBM Chicago is bought for Eastgate Motors by Marvin Schulman, firm's sls. mgr. Signators are (l to r): Sil Fleischman, J. H. Draznin agency; Mr. Schulman; Bill Wells, disc m.c.; Clem Lowden, WBBM salesman, and Jules Draznin, agency owner.

ZIV program, *Bright Star*, is bought by Massachusetts Hospital Service for 52 weeks on WAAB Worcester. Completing details (l to r): Ted Swift, Frederic W. Ziv Co.; Alex Ryley, Blue Cross dist. mgr.; Bruff W. Olin Jr., WAAB pres.-gen. mgr.

TEMPLE grid games are sponsored on KYW Philadelphia by Charles Antell Inc., Baltimore. Firm's Allen C. Kaye-Martin (seated), signs before (l to r): Edwin T. Jameson, Free & Peters; Paul I. Woodland, KYW prom. mgr., Joseph C. Amaturo, F & P.

ORANGE-Crush Co. picks up tab for *The Green Hornet* on coast-to-coast MBS. Signing is Forbes A. Ryder (seated), sls. mgr., Orange-Crush Bottling Div., Charles G. Fitzmorris Jr. (l), partner, Fitzmorris & Miller Agency, and Carroll Marts, MBS Central Div. mgr., beam approval.

NISSEN Baking Co. buys news on WTAG Worcester, Mass., to sell product in Central New England. Contract is set by (seated John Nissen, pres., and James C. Cable, sls. dir., Nissen firm; standing, James McNight (l), WTAG salesman, and Richard C. Gravel, WTAG local sls. mgr.

IT'S *Houston Hoedown*, Monday through Saturday, 9-10 p.m., on KNUZ Houston, with Lack's Auto Supply Stores as sponsor. Arrangements are set by (seated, l to r) R. O. Farmer, Lack's exec. v.p., and A. I. Lack, pres. Standing (l to r): Edwin P. Silverman, v.p., Lack's; Jack Doulrava, firm's adv. mgr.; Dave Morris, KNUZ gen. mgr.; and S. D. Tinsley, station acct. exec.

# THANKSGIVING

## Networks Present Special Shows

THANKSGIVING was not "turkey" time—at least as far as network programming was concerned, for all major broadcasters had arranged special programs throughout the day, and most regularly scheduled shows gave at least a passing nod to the holiday.

Plans for coverage of Macy's annual Thanksgiving Day parade in New York—carried by ABC-TV last year—took on aspects of what one network's officials described earlier as "free ball." The department store, whose institutional gambit costs a reported $50,000, had sought to sell coverage this year with William Morris Agency offering it as $60,000 network package. While NBC and DuMont talked it over with possible sponsors, ABC announced it again had exclusive coverage, first for WJZ-TV New York, later for the whole network. Macy spokesman conceded the rights had not been sold.

ABC TV Network carried parade from 11 a.m. to noon, with WJZ-TV cameras bringing it to New York viewers starting at 10:30 a.m.

### Dutch Brodacast

ABC Radio, in cooperation with Radio Nederland, scheduled a special Thanksgiving festival from Leyden, Holland, recorded from overseas circuits earlier in the day for broadcast at 2:30 p.m. EST. Program originated from historic St. Peter's Church, adjacent to the spot where John Robinson and his companions—some of whom sailed for the New World as the Pilgrim Fathers— lived from 1609 to 1625. Services for the broadcast were held by American students studying in the Netherlands under the Fulbright Act and included Scripture readings, simple prayers, and a brief history of the Pilgrims. *Thanksgiving in Holland* was written by Dr. Marshall Swan, public affairs officers of the U. S. Embassy in the Netherlands, through whose auspices the program was produced.

NBC-TV started its Thanksgiving programming at 1:30 p.m. EST Sunday when *American Inventory*, a Sloan Foundation program, was presented. Two displaced Latvians played featured roles in a drama titled, "Thanksgiving . . . 1951," in which they indicated what a modern pilgrim to America might give thanks for.

NBC Radio Network carried the story of the first Thanksgiving at 8 P. M. EST Tuesday when Walter Hampden starred in "The Path of Praise" on the weekly *Cavalcade of America* program.

CBS Radio broadcast a holiday drama from 8:30-9 p.m. Thursday with Ann Harding starring in "The Widened Heart" on *Hallmark Playhouse* series. Other programs throughout the day featured special Thanksgiving music, ranging from popular hymns to contemporary novelty songs.

CBS Television was scheduled to carry an hour-long Thanksgiving music program starting at 5 p.m. EST Thursday, sponsored for the second year by the Longines-Wittnauer Watch Co. Frank Knight played host to the Longines *Symphonette*, "The Choraliers," Le Coultre Ballet under direction of John Butler and guests soloists Nino Venture, tenor; Jay Edkins, Bass; and Bernard Leighton, pianist.

Film produced by the Rev. Patrick Peyton and called *That I May See* was to be shown on the CBS Television network 4-5 p.m. EST Thursday. The story of Bartimeus, the blind beggar, was to have starred Ruth Hussey, Jeffrey Lynn and Regis Toomey.

MBS scheduled *The Thankful Hour* for the second consecutive year, a special Thanksgiving program correlating to the MBS *Hour of Triumph* at Easter and *The Joyful Hour* at Christmas, both of which have been carried since 1947. Scheduled for the Holiday eve, from 9-10 p.m. EST Wednesday, the program, produced by The Rev. Peyton, included prayers, hymns and music. Guest stars were James Alexander, Ann Blyth, Ann Jamison, Marina Koshetz, Pat O'Brien, Ezio Pinza, Jo Stafford and Rod O'Connor.

### Football Included

Other Mutual programs throughout the day gave attention to the holiday with plans calling for vincent Impelliterri, Mayor of New York, to give a Thanksgiving Day message. Bob Poole's show from 3-4 p.m. was scheduled to carry special interviews pointing up the meaning of the holiday.

DuMont Television Network slated a holiday feature with coverage of a Thanksgiving Day pro football game between the Green Bay Packers and the Detroit Lions, from noon until conclusion.

## NRDGA Promotion Panel

THOMAS D. CONNOLLY, manager of program sales for CBS-TV Division, will be among ten experts, all ex-retail promotion managers, who will speak at the sales promotion session of 41st Annual National Retail Dry Goods Assn. convention, scheduled for early January in New York. Speakers will give an outside-looking-in point of view as they talk on "How I'd Promote My Store if I Were Back in Retailing." Others who will participate include Arthur Price of Arthur Price Assoc., Lucille Goold of Hewitt, Ogilvy, Benson & Mather, and Estelle Hamburger, retail consultant.

# When You're an *Independent* Advertiser You Make More Sales

**JUST READ WHAT THESE *INDEPENDENT* THINKERS SAY:**

". . . KFMJ has sold, directly, better than $200,000.00 worth of merchandise for us the past year at a cost of less than five per cent of gross."

—To Radio Station KFMJ
Tulsa, Oklahoma
Knapp Television
Laboratories, Tulsa

". . . During the 12-week period of the promotion, sales showed a 299% increase over the same period of the previous year . . . A particularly good job was done by your organization. . . ."

—To Radio Station WCCC
Hartford, Connecticut
from The New England
Laundry Co.,
Hartford

***Leading* independent *radio stations are today's best buy!***

There's something about being *independent* that keeps you toughened up, ready to tackle any job that requires good, honest, hard selling. At any rate, you will find in radio today it's the leading *independent* radio stations which are doing a truly productive sales job for national advertisers. Perhaps you've been thinking to yourself, "I ought to try *Independent* Radio." Well, now's the time to act. Write for all the facts to any AIMS station listed below.

## THESE ARE THE LEADING *INDEPENDENT* RADIO STATIONS:

**WCUE** —Akron, Ohio
**WBMD** —Baltimore, Maryland
**WBNY** —Buffalo, New York
**WJMO** —Cleveland, Ohio
**WVKO** —Columbus, Ohio
**KMYR** —Denver, Colorado
**KCBC** —Des Moines, Iowa
**WIKY** —Evansville, Indiana
**WCCC** —Hartford, Connecticut
**WXLW** —Indianapolis, Indiana
**WJXN** —Jackson, Mississippi
**KLMS** —Lincoln, Nebraska
**WKYW** —Louisville, Kentucky
**WMIE** —Miami, Florida
**WMIL** —Milwaukee, Wisconsin
**WKDA** —Nashville, Tennessee
**WBOK** —New Orleans
**WWSW** —Pittsburgh, Pennsylvania
**KXL** —Portland, Oregon
**WXGI** —Richmond, Virginia
**KSTL** —St. Louis, Missouri
**WMIN** —Minnesota, St. Paul
**KNAK** —Salt Lake City, Utah
**KITE** —San Antonio, Texas
**KSON** —San Diego, California
**KYA** —San Francisco, California
**KING** —Seattle, Washington
**KREM** —Spokane, Washington
**WACE** —Springfield, Massachusetts
**KSTN** —Stockton, California
**WOLF** —Syracuse, New York
**KFMJ** —Tulsa, Oklahoma
**WNEB** —Worcester, Massachusetts
**WBBW** —Youngstown, Ohio

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding *independent* station in a city.

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS

***Aim for BULL'S-EYE results...with the AIMS GROUP***

# Info for Gold Diggers

If you were prospecting for gold, we'd say pack your rucksack and come to Canada. Canada is the world's second biggest gold producer. The value of Canada's gold production in 1949 (latest available figure) is just short of $150 millions—that's a lot of bullion.

The Canadian Association of Broadcasters (or C.A.B.) sells radio in Canada but we sell Canada too. C.A.B. believes that many U. S. friends don't know enough about Canada. We're not just patriotic; we state facts and cite figures.

**FACT**—Canada is your best customer, buys more U. S. goods than anybody. And Canada pays cash!

**FIGURE**—The U. S. has already invested about $6 billions in Canada's future.

**FACT**—Measured in per capita gain, no country but Canada is growing so fast, increasing production and profits more.

**FIGURE**—There are radios in 95% of Canada's homes, making radio Canada's biggest, most popular, most lucrative advertising medium.

**FACT**—Selling in Canada is a problem involving people, language, and geography. Radio gives you direct contact with the *right people*, speaking *their* language, *anywhere* in Canada.

**FACT**—"In Canada, you sell 'em when you tell 'em!"

*A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.*

**CANADIAN ASSOCIATION OF BROADCASTERS**

**108 Sparks St., Ottawa.** **37 Bloor St. West, Toronto.**

**SIGNATURE of Gretchen Wage is placed on contract for new women's show on WAGE Syracuse. L to r: Miss Wage; Doug Johnson, WAGE vice president and general manager, and Ted Taylor, president, O. L. Taylor Co., WAGE representative. Miss Wage formerly broadcast with WTIC Hartford.**

## REPLY TO WTMV

### *Franklin Denies Collusion*

DENIAL that there was any collusion between the *Belleville* (Ill.) *News-Democrat* and the Franklin County Broadcasting Co. was made in an affidavit filed with FCC. Collusion had been imputed by WTMV East St. Louis, Ill. [B•T, Nov. 12].

Affidavit was made by Leslie P. Ware, owner of Franklin County Broadcasting Co., which is an applicant for 1260 kc with 500 w daytime in Washington, Mo. WTMV petition called attention to the fact that these were the same facilities previously held by the Belleville newspaper which had won them in competitive hearing with WTMV. The East St. Louis station alleged that the Belleville newspaper never intended to build the station, asked that the FCC's 1950 decision favoring the Belleville station be reconsidered and that WTMV be granted the facilities it had originally requested [B•T, Oct. 8].

Collusion allegation was made by WTMV on the grounds that the engineering exhibits in the pending Washington application were "arranged for and prepared before Belleville had actually surrendered its construction permit." Washington, Mo., is 54 miles from Belleville, WTMV pointed out.

Mr. Ware, in his affidavit, affirmed that he had "never spoken or written to either one of the two partners of the *Belleville News-Democrat;* nor have I authorized anyone to do so on my behalf. No consideration of any kind has ever been promised or passed, directly or indirectly from me to the *Belleville News-Democrat* or to me from the *Belleville News-Democrat.*"

## Lewis B. Breed

LEWIS B. BREED, 76, assistant treasurer of WSPR Springfield, Mass., of which he was co-founder in 1936, died at Springfield hospital, Nov. 10.

## NABET, ABC

### Seeks Sound Effects Pact

A MOVE by the CIO's National Assn. of Broadcast Engineers & Technicians (NABET) to merge certain radio-TV sound effects technicians at ABC New York with its existing nation-wide engineers' unit was temporarily forestalled by the National Labor Relations Board last Monday.

The decision was handed down in a board ruling which involved the network and the International Alliance of Theatrical Stage Employes & Moving Picture Operators (IATSE), an AFL union. IATSE had petitioned NLRB for a unit of all sound effects technicians at ABC New York radio-TV operations, excluding those who handle recording of transcriptions. Operations of the network and WJZ-AM-TV are concerned.

NABET intervened for a merger of these employes with its existing group or, as an alternative, designation of a national group of all sound effects employes. NABET has represented all ABC engineering employes nationally since 1944, and sound effect technicians as a separate unit since 1945. The last contract ran out Oct. 31.

#### Election Ordered

The board ordered an election within 30 days among all sound effects technicians and apprentices of ABC's sound effects division in the New York program department. Excluded were those who prepare transcriptions, managers, assistant managers and supervisors.

"In view of the past bargaining history of the sound effect technicians as a separate unit and the dissimilarity of their duties as compared to the engineers, we find no merit in [NABET's] first contention. As the employer [ABC] does not have sound effect employes in any of its other stations, we see no basis for any further consideration of [NABET's] alternative request for a nation-wide unit," the board explained.

NABET represents engineering employes at WXYZ-AM-TV Detroit, WENR-AM-TV Chicago, KECA-AM-TV Los Angeles and KGO-AM-TV San Francisco, as well as WJZ-AM-TV New York.

The union negotiated wage pacts with both ABC and NBC covering radio and TV engineers late last month. New contract would run for 27 months [B•T, Nov. 5].

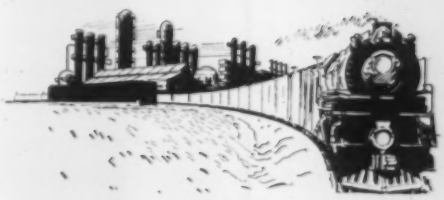
## Tour Europe

COMMENTATORS Richard Harkness of NBC Washington and Joseph Harsch of LBS were among the group of 14 radio and newspaper newsmen who left Washington Nov. 16 for a European inspection trip. They were invited by the Dept. of Defense to observe progress on the foreign aid and mutual security programs.

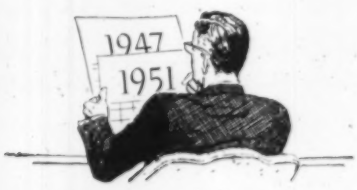
# Why we have to anticipate your needs

**1. 21 months** after the end of World War II, the research scientists at Union Oil came up with an entirely new type of motor oil for passenger cars. They had developed it to give the greatest possible protection for the new higher-compression engines then being built. The new oil was *purple* and was classed as a heavy-duty lubricant.

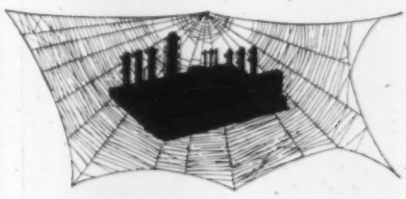
**2. To demonstrate** what the new oil would do, they put it in four new cars and drove them 30,000 continuous miles up and down the Pacific Coast. The oil was never drained! At the end of the run they opened up the engines and showed us the results: engines showed *no measurable wear*. The oil was in *excellent condition*.



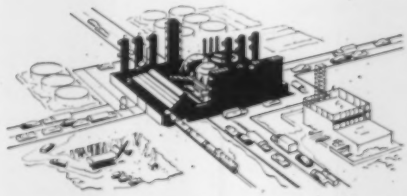
**3. Consequently,** we put this remarkable new purple oil on the market immediately. We called it Royal Triton. 3½ years later, leading car manufacturers specified heavy-duty type oils for use in their new models. Royal Triton easily exceeded the most rigid of these heavy-duty specifications. As a result, leading car dealers from coast to coast now recommend Royal Triton to their new car buyers.




**4. Naturally,** we're glad we put a heavy-duty oil on the market 3½ years before the car makers' specifications were issued. But most important, we believe, is the *economic system* that gave us the *incentive* to anticipate the need for a heavy-duty oil. Under this system we are constantly striving to beat our competition to the punch.



**5. If the oil business** had been a government monopoly, not only would we *not have* a heavy-duty oil; we wouldn't have all the other petroleum products and services we have today. For there's no incentive to go after more customers when you already have them all. But because we didn't have all the customers, we had a very good reason for introducing an improved product.



**6. All of which goes to prove,** we think, that the only way you can guarantee *maximum* progress in an industry is to have an economic system that guarantees *maximum incentives*. Our American system, with its *free competition*, provides these to a degree no other system has ever approached.

## UNION OIL COMPANY

### OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

*This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

**Manufacturers of Royal Triton, the amazing purple motor oil**

# MORE CUTBACKS

## *Slated for '52 Set Output*

BLUEPRINT for more drastic cutbacks in radio-TV set production in 1952 was bared by government allocation authorities within the past fortnight.

A sharp whittling of available materials for all consumer goods was ordered by the Defense Production Administration, bearing out previous forecasts of "hard times" ahead in the civilian economy.

The action was taken Nov. 15 as receiver and parts units of Radio-Television Mfrs. Assn. met in Chicago to chart the industry's course during current shortages, with the objective of sustaining increased set production. The order was administered through DPA's operating agency, the National Production Authority.

The government's latest move was viewed with neither surprise nor alarm. What still concerns the industry is devising ways and means of taking up the slack between curtailed civilian output and actual fulfilment of military orders. Set production has held up very well during this "gray" mobilization period and inventories remain substantial.

NPA followed up this action last Tuesday with a regulation (M-90) designed to formalize its ban on the manufacture of color TV sets for "general sale." The order was an outgrowth of discussions held last month between Defense Mobilizer Charles E. Wilson and industry representatives [B•T, Oct. 29, 22].

While industry trade association leaders declined comment, it was understood that the new directive was based on their desire to obviate any possible suggestion of "collusion" among manufacturers. NPA ascribed the regulation to an avoidance of "any legal complications that might arise out of the discussions," specifically possible conflict with the anti-trust laws.

The order bans the production of color TV sets and so-called adapters—"any product, attachment, or part designed solely to permit or facilitate . . . the reception of color television."

Exempted from M-90 is the manufacture of color TV equipment for "experimental, defense, industrial, and certain hospital and educational uses." Technical and scientific laboratories and programs of the Defense Dept. or Atomic Energy Commission are expressly exempted.

### Research Unmolested

The government emphasized anew that the regulation will not interfere with research and test programs related to further development of color television systems, or with the closed circuit purposes above-mentioned. This aspect was agreed upon during the government-industry meeting Oct. 19.

As with all NPA regulations, provision is made for "adjustment or exception" based on "undue or exceptional hardship . . . not suffered generally by others in the same trade or industry" or that enforcement would not be in the public or national defense interest.

In its cutback order NPA set forth quotas of steel, copper and aluminum to civilian goods producers for the first quarter of 1952. It ordered cutbacks ranging generally from 50% to 65% of base period usage for manufacturers of household radio receivers and television sets.

In taking this action, the agency set aside two civilian categories for priority purposes, placing receivers in the topmost grouping.

Radio-TV receivers and other goods "are characterized by the essential nature of their civilian uses" and are "household necessities," NPA pointed out. Furthermore, they are "necessary to maintain the nation's civilian economy."

The allotments "reflect an earlier decision not to impose a 'death sentence' upon any product . . . and to sustain civilian production and employment at the highest possible levels compatible with the available materials," DPA Administrator Manly Fleischmann declared. The "big pinch" on materials may run its course by mid-'52, he felt.

"Great pressure has been exerted on NPA to cut off civilian production as a means of obtaining more materials for essential defense-supporting and non-military programs," Mr. Fleischmann revealed.

Set-makers will be cut back to these base period levels. for respective metals: carbon, alloy and stainless steel, 50%; copper brass, 35%, and copper wire, 40%; copper foundy products, 20%; and aluminum, 35%. Base periods are the last half of 1949 or the first half of 1950.

TV set-makers plan to produce over four million monochrome video receivers next year. And they hope this figure will be matched by a like number of television antennas. To this end, Radio-Television Mfrs. Assn. has broached NPA with a proposal designed to assure a similar quantity of antennas (see separate story).

The four million-plus figure for TV sets, coupled with 10,900,000 radio receivers, represent "off-hand" but reasonable estimates for '52. Predicted number of TV sets is slightly higher than that set by E. T. Morris, chairman, NPA Electronics Division, but takes into account stretching of materials through conservation, James Secrest, general manager of Radio-Television Mfrs. Assn., pointed out.

Industry already has cut back to about two-thirds of metals used a year ago when over 7.4 million receivers were recorded, he noted. In any event, barring unknown factors, there should be sufficient metals to enable industry to meet these quotas next year.

Within six months after the outbreak of the Korean war, there were general cutbacks to 65% on most metals. In most instances involving the latest percentages, allotments are appreciably lower for the first quarter of 1952 than at present. Similar limitations were placed on output of miscellaneous musical instruments and parts. Products in NPA's second consumer category, with less priority, will be pared to the bone—down to as much as 10% of their base. These goods comprise smoking accessories, costume jewelry, hardware, etc.

### Warning Issued

Manufacturers who failed to meet filing deadlines for first quarter quotas were warned by Mr. Fleischmann that they are not assured of receiving materials. Producers who can substitute carbon steel for copper and aluminum may appeal for additional supplies.

The continuing scarcity of raw materials also was pointed up by other developments the past fortnight.

On one front, CBS-Columbia was readying its presentation for a hearing before the National Production Authority following suspension of color TV production. Hearing set for last Tuesday has been delayed indefinitely by mutual agreement of the company and agency hearing examiners. Possibly was held out for a meeting later this week.

This marked the third postponement of a hearing requested by CBS-Columbia on its appeal for an adjusted base period which would permit a larger share of alloca-

*(Continued on page 161)*

### WHEC's 'Hot' Time

PROGRAMMING of WHEC Rochester was full of "hot news" through tape recorders fortnight ago as the WHEC staff turned in extensive coverage of a $2 million fire at nearby Kodak Park which injured 85 persons. The fire continued three days with WHEC keeping listeners well-informed. In addition, station covered two other fires the same weekend.

*Mister PLUS wears cowboy boots,*
*His hat's ten-gallon size.*
*He's full of yips and rooty-toots*
*And news to pop your eyes!*

*"If you want KIDS, by flock or herd,*
*Try MBS — we've won 'em!*
*And if you'll simply say the word,*
*We'll put your brand upon 'em!"*

*— the difference is MUTUAL!*

FOR DETAILS: **THE MUTUAL BROADCASTING SYSTEM** • NEW YORK 18, N.Y.

Meet *Gus* Youngsteadt

# WPTF's New Sales Manager

*BS in Business Administration, University of Tennessee Advertising Major*

*Ten Years, Sales Promotion The Tenn. Elec. Pr. Co.*

*Two Years, Account Executive Purse Co., Adv. Agency*

*Four Years, Ass't Adv. Mgr. Carolina Pr. & Lt. Co.*

*Six Years, Adv. & Prom. Mgr. WPTF Radio Co.*

And when you meet him, you've met a man who knows his way around in sales and advertising. Gus Youngsteadt talks from a background of 22 years in advertising and sales promotion. He knows North Carolina and the WPTF coverage area like a book. He knows the habits and customs of the people—when they work, when they listen, what they like, and how to make them part with their money. WPTF and Gus Youngsteadt is an unbeatable combination for selling Raleigh, Durham and Eastern North Carolina.

**WPTF** also WPTF-FM

R. H. MASON, *General Manager*

**50,000 WATTS 680 KC**

**NBC** Affiliate for RALEIGH-DURHAM and Eastern North Carolina

NATIONAL REPRESENTATIVE **FREE & PETERS, Inc.**

GUS YOUNGSTEADT, *Sales Manager*

*Advertisement*

From where I sit
*by* Joe Marsh

## For The Ladies:
## A Diet That Really Works

*We went out visiting the other night and the ladies were talking away about weight-reducing diets. One of them had a special "15-day Hollywood diet" guaranteed to slim her down fifteen pounds' worth. Another was living on bananas and skim milk!*

I might have known the missus would get the reducing bug, too, and sure enough the other day she asks me, "Joe, what kind of a diet do you think I ought to go on?"

*"Mother," I says, "the only diet I would ever recommend to anyone is simply moderation. I wouldn't trust any of those get-thin-quick diets. Simply cut down on desserts, bread, butter, sweets and fats—but when you do, even do your cutting down moderately."*

From where I sit, moderation is the watchword for good living. Moderation with food, with smoking or with the enjoyment of a friendly glass of temperate beer or ale. Actually, moderation *adds* to the enjoyment of just about anything.

Joe Marsh

*Copyright, 1949, United States Brewers Foundation*

# HIGH SCHOOL ATHLETIC EVENTS BAN

### Reason Given Arouses Steubenville Broadcaster's Ire

A CLEVELAND civic official's statement implying that commercial broadcasting of high school athletic contests made "chattels" of the pupils drew counterfire from an Ohio broadcaster last week.

John J. Laux, general manager of WSTV Steubenville, in a letter to Joseph Crowley, law director, City Law Dept., Cleveland, said, "We most certainly cannot permit such an irresponsible statement to go unanswered."

Mr. Laux wrote, "It is only natural that your recent decision forbidding the commercial broadcasting of high school games in Cleveland, Ohio, should disturb us.

"Frankly, I am even more concerned over your statement that children are not sent to school 'to become a chattel over radio or television'."

Outlining the system under which broadcasters and school officials have cooperated for years, he pointed out that "hour after hour of time has been given, without charge, to educational organizations so that they might further their aims. Are we not to receive the cooperation of these same organizations in return?"

Mr. Laux thought, too, that the taxpayers should have been consulted. He asked: "And how about the public—the taxpayers who support the schools? How about the shut-ins and older persons who are interested in the games but find it physically difficult to attend in person? And the thousands of others who cannot attend in person because of their jobs or other commitments, but who want to keep in touch with the progress of the game? Are their desires to be ignored? What do they think about the games being radio sponsored?"

The Steubenville broadcaster suggested a public meeting on the matter in order to let the people be heard. He added, "Too many of our decisions today are being made for us by well-meaning but not fully-informed public officials."

To illustrate that such situations can be ironed-out smoothly, Mr. Laux described the Steubenville set-up.

"Here in Steubenville a most friendly and cooperative feeling has been created between the Board of Education and Station WSTV and this spirit of mutual respect has been extended over the past decade.

"WSTV has sponsors for local high school football and basketball games with the Board's approval, and in turn WSTV extends every cooperation possible to the school system.

**Both Have Profited**

"I sincerely believe we have both profited by this cooperative attitude and I further believe we can include the general public as a beneficiary as well.

"Your decision is more important than its effect upon the Cleveland area alone, and your statement regarding chattels is certains not in good taste and a definite relection upon the operations of radio stations. We most certainly cannot permit such an irresponsible statement to go unanswered."

Mr. Laux ended by saying a copy of "this letter is being sent to the *Cleveland Press* and the *Cleveland Plain Dealer*, and other Ohio papers, for whatever use they may desire."

## CRITICISES VOA

### Cites Language Fault

THE VOICE of America was the object of an oratorical attack by Rep. John F. Kennedy (D-Mass.) last week in an address before the Boston Chamber of Commerce. The Congressman reported on findings during a recent inspection tour of Asia, calling for a new propaganda effort to reach all levels of people.

"Nothing seemed quite so futile to me as the current practices of the Voice of America," Rep. Kennedy told the chamber. "Fashioned to shortwave sets that only the rich can afford, often transmitted in languages that only the rich have been educated to understand, how can we hope to combat the expanding Communist cells among the poor, the have-nots of this world?"

This question has been posed periodically before Congressional committees on Capitol Hill. State Dept. information officials have repeatedly stressed that shortwave receivers are more commonplace in European countries, particularly Soviet Russia, because of the vast geographical terrians.

## James E. Peterson

JAMES E. PETERSON, superintendent of equipment for WIP Philadelphia, died November 9 at his home in a suburb of Camden, N. J. Mr. Peterson, well known in Philadelphia engineering circles, had been employed at WIP for the past 21 years. He joined the station in 1930 as a radio technician and played an important part in helping to develop the station's engineering facilities in the early days. Surviving are his widow, Maggie S.; four daughters, three sons, and a brother and sister.

CKVL Verdun sent cakes with lighted candles delivered by messenger to advertising agency executives and advertisers marking its fifth birthday this month. Cakes were flown to Toronto and delivered by messenger.

# Vic RADIO PROFIT Diehm Says:

## Three That Are Kind -to Your Budget and Good for Your Business

## *WAZL

Here's a station with 19-years of proven "know-how". . . with 70% of the listening audience (figures ala Conlan). A full-time 250 Watts, in a $45,000,000 retail sales area. (Sales Management Figures) N B C affiliate.

## *WHOL

Located in the 3rd largest market area of Pennsylvania. The great Allentown - Bethlehem Industrial and Farming Area with Annual Retail Sales of $204,000,000. Want some of this rich market? Then you want WHOL. . . 250 Watts full-time C B S Affiliate.

## WHLM

(FORMERLY WLTR)

Here's a station that is making great progress. It's 1,000 Watts, daytime and is known as the Sports Station of the Susquehanna Valley. Affiliate of Liberty Network. Carries professional football and baseball, also regional football games. A good buy, believe me.

* Represented by Robert Meeker Associates

**WAZL also MBS affiliate . . .WHLM owned and operated by Harry L. Magee**

# editorial

## Dollar Dilemma

IN A SENSE, this may become known as the winter of radio's discontent.

NBC unveils its new rate-compensation plan this week at its annual convention at Boca Raton, Fla., confidently predicting acceptance.

From Madison Ave., New York, to Main Street in Premium, Mont., or Bonus, Miss., there will be repercussions. Other networks, exercising well-established timing techniques, will come up with plans of their own "to meet the competition." It happened last April, and it will happen again.

Now when anything touches the pocket-book in business, it also touches the heart. Everybody understands and reacts to dollars.

The Affiliates Committee said that an ultimate maximum of 70% reduction in affiliates' radio network rates was in the offing to compensate for TV penetration. NBC retorted that no affiliate will ever be asked to take that kind of a cut and that the maximum reduction proposed in any case at the outset is 20%.

Other points will be clarified, as soon as the full facts are known. But one thing appears certain. Winter precedes spring, and so discontent can be followed by much easier feelings. Out of all the rate travail will emerge a new rate-making base for radio, premised on formula and not pulled out of a hat.

We're not wishful in thinking that radio is destined to get over the present hump. Indeed the hump may not really be as large as some people have thought it was.

Clarence Jordan, executive vice president of N. W. Ayer & Son, expressed the personal view a week ago that the network rate cuts last summer were unnecessary, and Mr. Jordan's agency buys a lot of time.

There has been, we have observed, a general invigoration of radio selling. Business never was bad locally, has held its own national spot-wise, and is looking up network-wise. It's going to get better in all categories, we believe, but it will require the exploitation of avenues that have not been too thoroughly explored. Take out-of-home listening, for example.

There's a hundred million dollars being spent annually for outdoor advertising—a large part of it to reach the motorist. But probably three-fourths of America's automobiles are radio-equipped. Can the auto radio replace the billboard? It can certainly knock the billboard for a loop.

This really should not be radio's winter of discontent. It's radio's winter of opportunity. As business improves, radio will have a chance to get its economic wind, reach a sensible rate base and reorganize its sales techniques so that radio sells against other media and not just against itself.

## Rehearsal's Over

THE ANNUAL "flea circus" season is over. Four arduous months of NARTB district meetings have been completed. They encompassed also four months of concurrent seminars of the Broadcast Advertising Bureau, projected to deliver radio from the bondage of moribund new business development and slovenly statistic-keeping.

NARTB's new President, Harold Fellows, played in every game of the season. He took on a few exhibition performances—at chambers of commerce and advertising clubs—during the swing. He made a uniformly favorable impression.

BAB's Bill Ryan followed the same circuit. He was breaking new ground. The start was rather slow. But it gained momentum, encouraged by the allegiance of all four networks to the "radio is everywhere" cause.

In the political vernacular, we have the platforms, both for NARTB and BAB, now cut loose from NARTB's apron strings. Both belong to the same party—the NARTB as the all-inclusive trade association to fight radio's (and TV's) battles, chips falling where they may. It's BAB's bounden duty to sell radio for all it's worth, starting on the premise that it's worth more than it's selling for.

As far as Messrs. Fellows and Ryan are concerned, the construction permits have been issued, by the virtual acclamation of the broadcaster-telecaster audiences they importuned from August through November. It's now a question of proof of performance.

The separate tasks ahead are not easy. Mr. Fellows will be called upon to carry an even heavier load than he bargained for, since NARTB Board Chairman Justin Miller must devote a portion of his time to his newly assumed post of chairman of the Salary Stabilization Board. Hal Fellows, in our view, however, demonstrated he has the stamina, plus the practical know-how, to handle the toughest task in the field—doing a job while essaying to be all things to all segments of the unique and ofttimes bewildering pursuits of the broadcast media.

And Bill Ryan has been making the hay that should be reflected in new dollars in radio's pockets during the months ahead. He has a platform. And, in Kevin Sweeney, he has acquired a sales artisan who knows how to make the bricks, and throw them too.

The media melee of '52 will be stimulating, because, for the first time in many a season, radio won't be waiting for business to fall through the transom, but will be out there ringing door-bells.

## Touchback

THE U. of Pennsylvania, wisely, we think, has demanded an end to the National Collegiate Athletic Assn. restrictions on football telecasts.

Penn says the "attempt to force people to pay admission to stadia by denying them the opportunity to see football games on television is a bad example of commercialism in collegiate sports, and adds to the criticism of our institutions on this score."

Though Penn didn't mention it, the atmosphere of commercialism is the more oppressive when one recalls that a lot of schools are supported by public funds.

It seems to us that the decision as to whether or not to sell television rights to football games ought to reside with the individual schools (as decisions on radio rights now do). The usurpation of this function by a national association, for the confessed purpose of protecting gate receipts, shows just how dedicated to commercialism the game of college football has become.

As long as colleges insist that their football is an amateur sport, and not a centrally organized big business, they should not subscribe to a national authority which controls the market in football television for no other purpose than to make money.

It's time the word "amateur" was restored to its original meaning. At the moment it seems to be interchangeable with "professional" and perhaps even for "monopolistic."

# our respects to:

RICHARD WESTON DAVIS

WHEN the history of ultra-high frequency television is written, there will be a prominent place for Richard Davis as "Advance Man for UHF."

The general manager of WELI New Haven has cooperated with the RCA-NBC UHF experiments since they were started in 1949 and WELI has been focal point for the development efforts of nearly a dozen video manufacturers.

When RCA-NBC set up the UHF experimental station at nearby Bridgeport, Mr. Davis offered the aid of his organization. "I felt that the problems which brought about the television freeze could only be solved by a new section of the spectrum," he said, "and our engineers could see a chance for expanded TV in the lesser-range UHF. It was an opportunity a commercial broadcaster had to take to prove his faith, and his worth."

Mr. Davis and WELI engineers acquired one of the first UHF receivers. They have tested many sets and converters at home, coordinating their findings with engineering surveys. In February of last year, when UHF was still an unknown quantity and a mirage to most broadcasters, Mr. Davis wrote an article for BROADCASTING • TELECASTING in which he called UHF "the answer for the small broadcaster."

Time appears to have turned that statement from what many took for fancy to plain electronic fact and it has turned Mr. Davis and his WELI organization into a UHF testing ground and information center. When FCC in the spring of 1951 issued its proposed allocation, giving UHF the heavy share of future TV expansion, Mr. Davis quickly supported the plan and said WELI would apply for a UHF channel in New Haven, having placed a contingent order for equipment and having selected a site. He wrote another article for BROADCASTING • TELECASTING, outlining his most recent UHF findings and urging commercial broadcasters to investigate its possibilities instead of blindly seeking VHF channels.

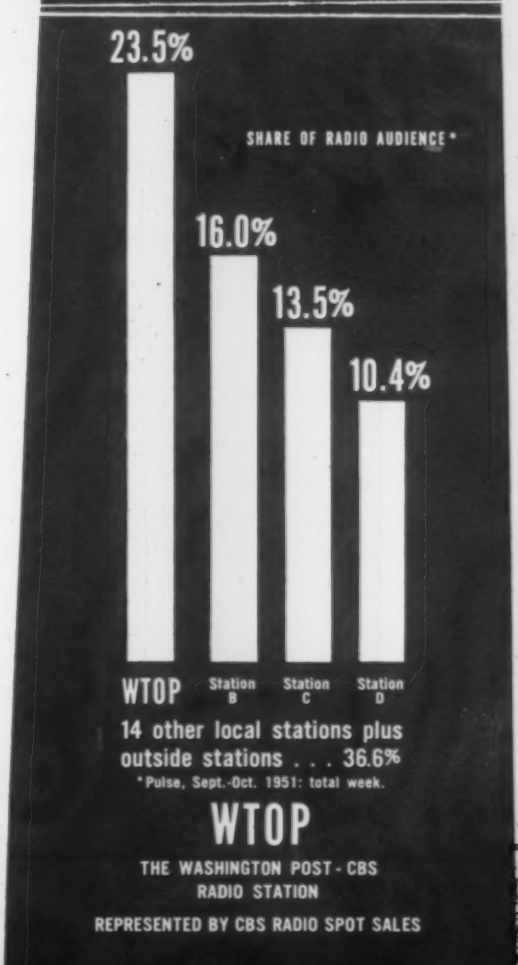
Chairman Wayne Coy of the FCC has called Mr. Davis and staff "the greatest bunch of UHF enthusiasts I've ever seen."

Like many other broadcasters, Mr. Davis entered radio via the footlights. Born 40 years ago in Springfield, Mass., he took part in high school dramatics and continued the activity at the U. of Alabama. During school days he appeared in weekly dramas on WBZA Spring-

*(Continued on page 165)*

# In Washington D.C....

More people listen to WTOP than to any other radio station



**RADIO executives attending first Canadian BMI Program Clinic at the Royal Alexandra Hotel, Winnipeg, Manitoba, Nov. 10 [B•T, Nov. 12] include (l to r): Seated, Roland Couture, manager, CKSB St. Boniface, Man.; William Harold Moon, assistant general manager, BMI Canada Ltd., Toronto; Carl Haverlin, president, BMI New York and BMI Canada Ltd.; William A. Speers, general manager, CKRC Winnipeg; James Findlay, Prairie regional representative, CBC Winnipeg; John O. Blick, president and general manager, CJOB Winnipeg; standing, Carl Vandagrift, program director, WOWO Fort Wayne; E. A. Rawlinson, manager, CKBI Prince Albert, Sask.; Bill Holm, general manager, WLPO La Salle, Ill.; John Leslie, assistant general manager, WDGY Minneapolis; Dan Park, commercial manager, WIRE Indianapolis; Glenn Dolberg, director of station relations, BMI New York. Persons in foreground not identified.**

## RWG NAMES MERLIN

### As National President

MILTON MERLIN was elected national president of the Radio Writers Guild in the annual election at Los Angeles. Named West Coast vice president was Larry Marks and to the Council, Irvin Ashkenazy, Kathleen Hite, Hal Kantor, past West Coast vice president; Jerry Lawrence, Phil Leslie, Jess Oppenheimer, Jack Robinson, Larry Roman, Sherwood Schwartz and Gene Stone. Outgoing national president was Ira Marion, New York radio writer.

West Coast representatives to the Author's League of America council were also elected at the meeting. Those named were Hector Chevigny, Julian Funt, Sam Moore, Lillian Schoen.

## SALUTE TO SARNOFF, FOLSOM

### 'Business Week' Tells of Their Teamwork

RCA TEAM of Brig. Gen. David Sarnoff, board chairman, and Frank Folsom, president, was highly praised as "a unique combination" in the Nov. 17 issue of *Business Week*.

Both men adorn the front cover of the magazine and a lengthy story details how the executive giants complement each other.

*Business Week* characterizes the team as "that entity beloved by theorists and rarely found in practice—a top management team. They work together in a manner quite uncommon in business corporation. Usually, one man so dominates the company that No. 2 man never does anything without feeling the breath of No. 1 man on his neck. Not so with the RCA team."

Gen. Sarnoff was described as chiefly a scientist; Mr. Folsom a merchandising man. "For the problems that reach them from below in RCA or from the outside are split largely on the basis of their natural interests. A research idea automatically lands on Sarnoff's desk; a selling proposition gets Folsom's attention."

For illustration, the magazine points to a current problem: "This week, for example, RCA engineers are still wrestling with color television and trying to improve on what they have already developed; whenever a top decision is called for, it will come from Sarnoff. But in the RCA Victor Division, the men who are getting ready this week to launch the company for the first time into 'white goods' appliances know full well who will give them the final nod. It will be Folsom."

Gen. Sarnoff was reported as describing his working arrangement with Mr. Folsom as something like the arrangement with his wife:

"We have no diagram at home," Gen. Sarnoff is quoted as saying, and as adding that he knows of no order defining Mr. Folsom's and his own respective duties.

In the story, Gen. Sarnoff says of Mr. Folsom: "I have never had a happier relationship with any man in my long career."

---

**WSYR SYRACUSE's bowling team has won total score honors in South Side Business Men's League in that city with 1,076 points single-game, 3,057 points three-game total. Team made up of Elliott Gove, assistant program director, and Don Archer, Mike Georgianni, James Carman and Al Eicholzer, engineers. Mr. Gove had high single-game with 242 and the high three-game total of 589.**


*Congratulations*

*to*

**NBC**

*John Cameron Swayze*

# NBC IS 25 YEARS OLD

**LAST WEDNESDAY was NBC's 25th birthday. In the past quarter-century, the network has grown from 21 stations to 180, plus 63 television outlets that were hardly dreamed of when this pioneer went into business.**

**On this and following pages, BROADCASTING • TELECASTING traces the history of NBC, its facilities, its programs, its economics, its people.**

**Here's a description of the big part NBC has played in shaping the biggest mass communications system ever known.**

ON THE EVENING of Nov. 15, 1926, some five million American families—for the first time in history, on a single program—heard Mary Garden sing in Chicago, Will Rogers speak in Independence, Kan., and Walter Damrosch conduct the New York Symphony Orchestra in the Grand Ballroom of the old Waldorf-Astoria Hotel in New York City.

That was the inaugural program of America's pioneer radio network, the National Broadcasting Co.

It ushered in a new era in the history of American progress. It revolutionized the processes of communication. It profoundly affected the daily lives and habit patterns of the entire American public. It provided American business with the most immediate and intimate means of reaching a mass market that had ever been devised. And it presaged the growth of a new American industry on a hitherto-unprecedented scale.

Today, as NBC marks its Silver Jubilee, the promise of that era has been fulfilled. In 1926, when NBC first went on the air, the network extended from the Atlantic seaboard to Kansas City, Mo. Today it is hemispheric in scope.

### 25 Stations Carry Inaugural

In 1926, 21 charter network stations and four specially-added outlets carried the inaugural program; today the NBC chain links 180 radio stations and 63 television stations.

In 1926 five million American families comprised the listening audience. Today the radio audience is estimated at 42 million families and the television audience at more than 12 million families.

The story of those intervening years of growth is a story of unparalleled pioneering perseverance and unprecedented technological ingenuity. But it is more than that. It is a living and ever-growing tribute to the vision, the understanding, the initiative, the energy and the business acumen of the men who have guided the industry's destinies through the comparatively brief span of its existence.

### Dawn of a New Era

In 1926, when NBC presented its 4½ hour opening program with an array of stars from opera, the concert stage and vaudeville, radio's pioneering experimental era, both in the technological and organizational spheres, was already largely a thing of the past.

On the technological side, Marconi's experiments had led in 1895 to the sending of the first wireless signal. In 1896 Thomson had discovered the electron. In 1904 Fleming had invented the valve detector. In 1906 deForest had perfected the three-element tube. A new vacuum tube, developed during World War I, had lifted radio out of the realm of dots and dashes and given it a voice. And, in 1916, a young man named David Sarnoff, then assistant traffic manager of the Marconi Wireless Telegraph Co. of America, had envisioned a device he called a "radio music box . . . which would make radio a household utility in the same sense as a piano or a phonograph."

In other spheres, too, radio was already out of the infancy stage when NBC put its inaugural program on the air. In 1919, following suggestions by officers of the U. S. Navy, the General Electric Co. had formed the Radio Corp. of America, with Mr. Sarnoff as its commercial manager.

In 1920, when Dr. Frank Conrad, a pioneer radio engineer in Pittsburgh, broadcast the returns of the Harding-Cox election, a national craze for radio broadcasting developed almost overnight. The broadcast of the Dempsey-Carpentier fight on July 2, 1921, in Jersey City, further pointed up the wide popular appeal and long-range possibilities of the new medium.

That same year Westinghouse opened WJZ in Newark, the first station in the metropolitan area, and two years later RCA bought WJZ and moved it to Aeolian Hall on 42d St. in New York.

### Acquisition of WEAF

By 1926, a number of single stations and small-area hookups were already in existence. But it was not until that year, when RCA acquired WEAF from the American Telephone and Telegraph Co., that the concept of a web of radio stations, linking widely separated areas of the nation, was born.

That concept was given tangible form when Mr. Sarnoff, then vice president and general manager of RCA, proposed the formation of NBC as an RCA service.

The organization took place on Sept. 9, 1926, when Merlin Hall Aylesworth was named the network's first president, and that event marked a turning point in radio's history.

Radio passed from adolescence into maturity and, with the NBC inaugural on November 15, emerged from the realm of back room and kitchen tinkering to become at one stroke a full-dress parlor affair for every member of the family.

With that emergence of radio into maturity, there also emerged a new problem—the problem of how best to please the expanded and ever-growing listening audience. RCA, in forming NBC, stated that the aim of the new organization was "to provide the best programs available for broadcasting in the United States." How best to carry out that expressed aim became the particular task of NBC's first president.

To his post Mr. Aylesworth brought no previous knowledge of radio.

"I've come clean to my job," he stated in 1926, "with no experience and no prejudices. I am literally starting from the bottom at the top."

But if Mr. Aylesworth brought

*(Continued on page 60)*

Mr. LOHR

Mr. TRAMMELL

Mr. AYLESWORTH

Mr. McCONNELL

# NBC 25 Years Old

(Continued from page 59)

no previous radio experience to his job, he was far better fitted for it than any technician, however much the latter had contributed to radio's mechanical development.

A western minister's son who had become a successful New York executive, he understood both the rural and the urban points of view. All his life he had been dealing with people, and his skill as an organizer of a large corporation had been demonstrated.

When first approached, Mr. Aylesworth was in no hurry to cast his lot with radio. Not yet 40 he, already was the managing director of the National Electric Light Assn. He had reorganized the association and made it the largest body of its kind in the world.

It took the combined persuasion of such men as Owen D. Young, Gen. Guy E. Tripp of the Westinghouse company and Major Gen. James G. Harbord of RCA to convince him that radio offered even broader and more interesting opportunities. Finally, he settled down to the task of adapting a new invention to a practical and worthwhile use.

Mr. Aylesworth stated the original problem in these words, which still hold:

- "First, find out what program gives the fullest measure of service to the public.
- "Second, establish the best possible facilities for such service.
- "Third, make the entire structure self-supporting, for if radio is to survive, broadcasting must stand on its own legs."

As to what the public liked, Mr. Aylesworth decided to seek counsel from men who had been outstandingly successful in show business. One of America's best known theatrical geniuses was called on for consultation.

"I have come to you humbly, and as a novice," the new network president said, "to learn this: What entertainment do people want?"

The theatrical man looked at him.

"My dear man," he said soberly, "if I knew what people want and why they want it, I would be worth a billion dollars, and not just a million. How can you find out what the public wants when it doesn't know itself? And even if it knew what it wanted today, next month it would be something different."

The NBC head returned to his problem. In his efforts to solve it, no avenue of human interest was left unexplored, no field of human endeavor left untapped.

On Jan. 1, 1927, the broadcast of the Rose Bowl game in Pasadena, over the first coast-to-coast radio hookup, heralded the beginning of a new era in the history of sports reporting. Further broadcasts, like that of the Dempsey-Tunney fight in Chicago in September 1927 set the pattern for the comprehensive program of sports coverage to which NBC has adhered throughout the ensuing years.

In the field of religion, programs like the *National Radio Pulpit* in 1928 and the *Catholic Hour* in 1930 were inaugurated.

For music lovers there were such programs as the *Music Appreciation Hour* with Dr. Walter Damrosch, in 1928; the *American Album of Familiar Music* in 1931, and the *Radio City Music Hall Concerts*, in 1934.

A new era in the history of "spot" news reporting was ushered in with the broadcasting of such events as President Coolidge's Washington's Birthday address in 1927, and "Lindy's" arrival at Washington after his historic flight to Paris in that same year.

### Dramatic Shows Increase

Nor were the fields of drama, comedy and musical variety overshadowed in NBC's scheme of things. In 1927, programs such as *Collier's Hour* and the *Palmolive Hour* were begun. In 1928, *Real Folks*, one of the first dramatic serials, went on the air, to be followed by such programs as *The Rise of the Goldbergs* in 1929 and *One Man's Family* in 1932.

The names of such mirthmakers as Will Rogers, Ed Wynn, Amos 'n' Andy, Eddie Cantor and Groucho Marx became familiar household items.

Whatever the field of interest—news, sports, music, politics, education, religion—there was some type of NBC program designed to fill the needs and wants of the listening public. As the scope of programming was extended and the listening audience enlarged American industry awakened to a realization of the tremendous potentialities of this new medium.

General Foods, General Motors, Kraft Cheese were but a few of the industries which added their names to NBC's impressive list of sponsors.

But the field of programming was but one in which NBC scored notable gains under Mr. Aylesworth. On Jan. 1, 1927, the NBC-Blue Network, with WJZ as its key station, was established and began operation as an adjunct to NBC-Red, the original network of which WEAF was the key. Later that year the NBC Pacific Coast network was organized, and the following year on Dec. 23, 1928, NBC's coast-to-coast network of 58 stations was opened on a permanent basis.

Expansion, too, was the keynote in the network's home offices in New York. On Oct. 1, 1927, new NBC studios were opened at 711 Fifth Ave., and six years later, in 1933, the organization moved to its present quarters in the $250,000,000 Radio City project. On Dec. 7, 1935, only a few weeks before Mr. Aylesworth relinquished the presidency, NBC's ultra-modern Hollywood studios were opened.

The field of radio, however, important as it was to the then-fledgling network, was but one which occupied the attention of the men who guided NBC's destinies. As early as April 4, 1928, NBC received a permit for the construction of its first television station. On July 30, 1930, W2XBS was opened in New York and on Oct. 30, 1931, 120-line TV transmission was started from atop the Empire State Bldg.

Like Mr. Aylesworth, whom he succeeded as NBC's president on Jan. 1, 1936, Lenox Riley Lohr brought to his new position no previous knowledge of radio. Also like his predecessor, he had established an enviable record of previous success in many other fields.

He had been a mechanical, electrical and civil engineer; he had been a soldier, a typographer and a mathematician; he had been a writer, editor, showman, salesman and public relations expert. In each field he had displayed the same qualities of business and personal leadership which later enabled him to guide NBC to a new peak of attainment.

In 1928, when Mr. Aylesworth was still figuratively teaching NBC to walk, Gen. Charles G. Dawes, then vice president of the United States, had prevailed upon Mr. Lohr to organize and run an international fair projected by a group of Chicago businessmen and to be known as a "Century of Progress Exposition."

Mr. Lohr had hardly moved into his Chicago office when the stock market crash signalled the beginning of the depression. It seemed impossible to go ahead. But, under Mr. Lohr's direction, "A Century of Progress" did go ahead to become one of the most spectacular and successful expositions in history.

When Mr. Lohr first went to NBC in 1936, he admitted frankly that his first job was to learn what broadcasting was all about. He did that so well that the policy of high-caliber entertainment first mapped out by Mr. Aylesworth was not only maintained but augmented.

### News Reporting Sparkles

In the field of news reporting, for instance, the NBC reputation was further enhanced by a series of notable broadcasts. In 1937, Herb Morrison gave his dramatic, eyewitness account of the crashing and burning of the dirigible, *Hindenburg*, at Lakehurst, N. J. James Bowen scored a similar triumph with his eyewitness account of the scuttling of the Nazi's *Graf Spee* in Montevideo harbor in 1939.

When the Nazis scored their coup in Austria in 1938, NBC was for more than 24 hours the only radio outlet from Vienna to America. The coronations of King George VI, in London in 1937, and Pope Pius XII, in Rome in 1939, were the first events of their kind ever broadcast.

In the field of sports reporting, too, the NBC tradition was maintained. For instance, in broadcasting the Joe Louis-Max Baer heavyweight championship fight in 1938, NBC provided the most extensive coverage of a major sporting event in radio history.

For music lovers, the NBC Symphony Orchestra, the first full-time major symphonic orchestra ever assembled and maintained by an American broadcasting company, started the first of a weekly series of full-length symphony concerts.

New comedy and dramatic programs were inaugurated during this period. In 1939, *The Aldrich Family* was started; in 1940, *Mr. District Attorney* went on the air.

And, to the impressive list of all-time radio stars, such as Jack Benny, Amos 'n Andy, Rudy Vallee and others who were introduced to the listening public during Mr. Aylesworth's presidency, were added by Mr. Lohr the names of such entertainment personalities as Edgar Bergen and Charlie McCarthy, in 1937; Kay Kyser, with his *College of Musical Knowledge*, in 1938; Bob Hope, in 1938, and Fred Allen, in 1939.

Mr. Lohr tightened up the organization, eliminating what he regarded as non-essentials, merging and reordering.

### Understood Value of Morale

Both in the Army and at "A Century of Progress," Mr. Lohr had been known as a morale builder. At NBC he undertook the same job. He promoted deserving men and raised their salaries. He abolished meaningless taboos and he welcomed new ideas and suggestions and talked things over openly. By mid-1940, when he was succeeded by Niles Trammell, company morale was at a new peak.

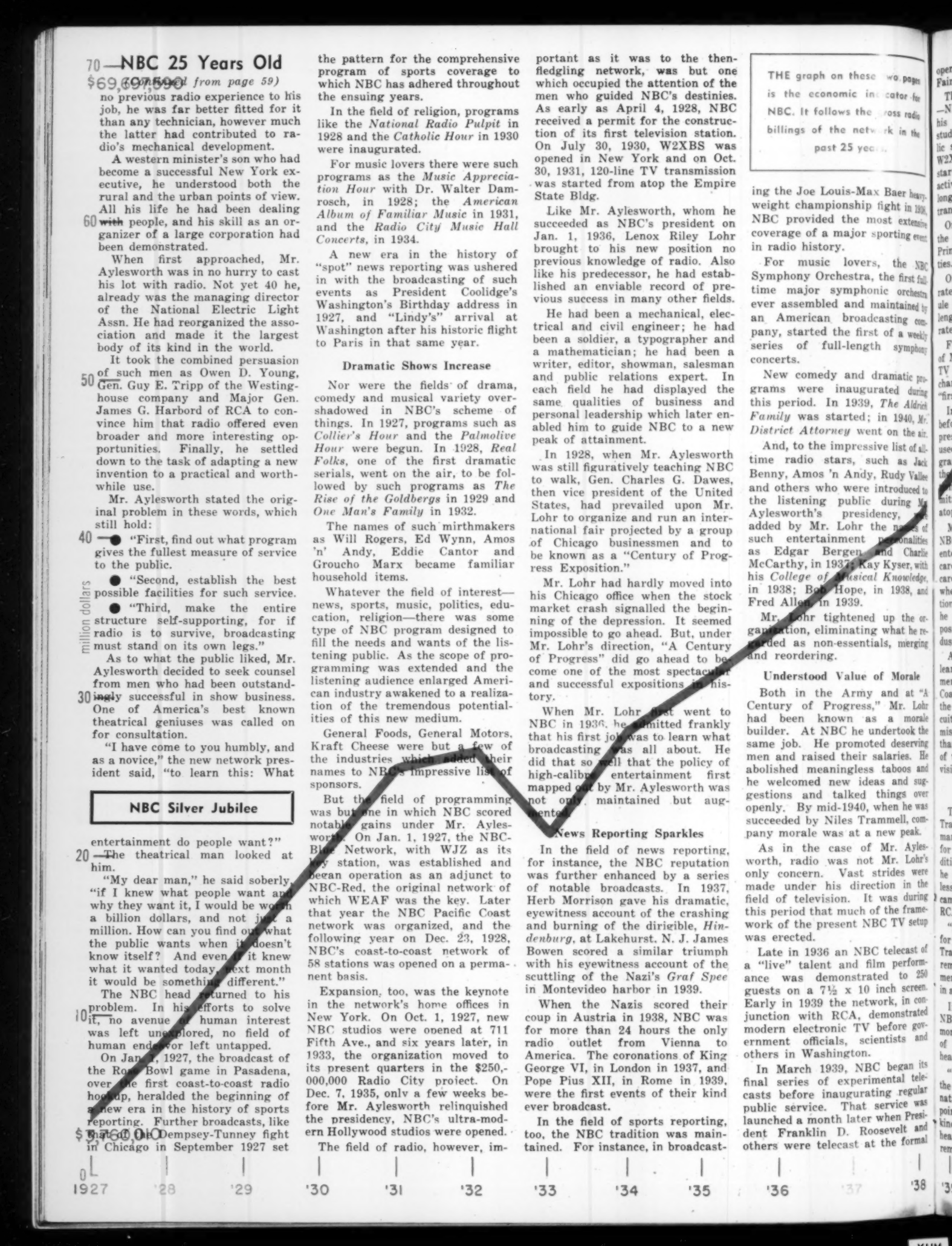
As in the case of Mr. Aylesworth, radio was not Mr. Lohr's only concern. Vast strides were made under his direction in the field of television. It was during this period that much of the framework of the present NBC TV setup was erected.

Late in 1936 an NBC telecast of a "live" talent and film performance was demonstrated to 250 guests on a 7½ x 10 inch screen. Early in 1939 the network, in conjunction with RCA, demonstrated modern electronic TV before government officials, scientists and others in Washington.

In March 1939, NBC began its final series of experimental telecasts before inaugurating regular public service. That service was launched a month later when President Franklin D. Roosevelt and others were telecast at the formal

## NBC Silver Jubilee

THE graph on these two pages is the economic indicator for NBC. It follows the gross radio billings of the network in the past 25 years.



opening of the New York World's Fair.

The following month—May, 1939—NBC presented Fred Waring and his Pennsylvanians in the first studio broadcast of its regular public service program, telecast over W2XBS. That event marked the start of a period of accelerated TV activity—a period during which a long series of notable "firsts" in TV transmission was scored.

On May 17, 1939, NBC telecast the first baseball game, between Princeton and Columbia universities.

On June 20, 1939, NBC inaugurated a 10-hour weekly TV schedule and presented its first full-length TV production—"The Pirates of Penzance."

From that time on, until the end of Mr. Lohr's administration, NBC TV production continued to be characterized by the scoring of "firsts."

In June of 1940, only a few weeks before Mr. Lohr relinquished the presidency, a coaxial cable was used for the first time in TV program service when NBC televised the Republican National Convention in Philadelphia and transmitted scenes from its transmitter atop the Empire State Bldg.

Mr. Trammell, who assumed the NBC presidency on July 12, 1940, entered his new post with a long career in radio behind him—a career which dated back to 1922 when, as a young Army officer stationed in San Francisco's Presidio, he first became intrigued by the possibilities of the then-infant industry.

Accordingly, when Mr. Trammell learned that RCA needed a commercial representative to sell West Coast shippers and importers on the benefits of using the RCA circuit, he resigned his Army commission and began a civilian career that has been responsible for much of the progress of radio and television in America.

### Advances in Organization

The following year, in 1923, Mr. Trammell was appointed district manager of the Pacific Northwest for the Radiomarine Corp. In addition to selling the RCA circuit he also sold RCA shipboard wireless transmitters. In 1925 he became assistant sales manager of RCA's Pacific division.

"By then we were selling radios for 'home consumption,'" Mr. Trammell recalls, adding, with a reminiscent twinkle, "and I remember one of them—with a built-in antenna—that retailed for $960."

In 1928 Mr. Trammell joined NBC as a salesman. Within two months he was appointed manager of NBC's Central division, with headquarters in Chicago.

"The political campaign of 1928, the first one ever broadcast on a national hookup," Mr. Trammell points out, "gave radio the same kind of impetus that the Kefauver hearings gave television. I can remember that in the fall of 1928 William Wrigley was particularly impressed by the impact of the political campaign on radio."

Mr. Trammell, who is now NBC's chairman of the board, has often been singled out himself as a kind of industrial statesman who combined the gift of salesmanship with a showman's vision.

Very early in its history, he—like Wrigley—came to realize radio's vast combined commercial and entertainment possibilities, and by the late twenties, in addition to his other tasks, he was already busily engaged in trying to recruit talent for the industry.

"But it wasn't easy to persuade artists to go into radio in those days," Mr. Trammell recalls.

"Stage and screen stars, concert artists and musical groups all shied away. I remember clearly that after persuading the Standard Oil Co. of Indiana to sponsor a series of Chicago Symphony concerts, it was almost impossible to convince the orchestra association to let the symphony go on the air. I had to talk fast and talk lots before I finally got the association to agree, late in 1928."

### Elected to Vice Presidency

In 1929 Mr. Trammell was made vice president of the Central Division. It was while in this post that he originated a number of lasting programs, including *Fibber McGee and Molly* and *The Great Gildersleeve*.

Ten years later, in 1939, he went to New York as NBC's executive vice president, and in 1940 he assumed the presidency, a post he held for more than nine years.

Those nine years of Mr. Trammell's tenure were marked by the same consistent NBC advance which had characterized the administrations of both of his predecessors. The outbreak of World War II in Europe, a year before Mr. Trammell assumed the presidency, had imposed unprecedented demands on NBC's news-gathering and news-disseminating facilities and on its news staff.

Nevertheless, the calibre and comprehensiveness of NBC news coverage were maintained throughout Mr. Trammell's term—from the *Around London* broadcast in 1940, when the actual sounds of anti-aircraft guns and bursting shells were put on the air, to the telecast announcing the Atlantic Pact ratification in mid-1949.

But the war did not lead to a relaxation of NBC efforts to provide the listening public with entertainment and information in every sphere of interest.

Much emphasis was placed during Mr. Trammell's tenure on educational programs. On July 6, 1942, NBC's *University of the Air* was started. This was the first attempt in U. S. network history to integrate systematic subject matter with existing classroom instruction in universities throughout the nation.

In June 1948 another forward step was taken in the field of education when NBC announced its "College by Radio" plan as part of a vast adult education program combining radio and college facilities.

By far the most striking NBC advances, in both the technological and organizational spheres, were made during Mr. Trammell's administration in television—and this despite the drastic curtailment of TV activity necessitated by the war.

In January 1941, NBC mobile relay units transmitted a program from Camp Upton, L. I., into New York over RCA's automatic relays for telecast over WNBT. This program was simultaneously shown in a New York theatre where 15 x 20 ft. images were projected onto the motion picture screen.

In February 1941, the first television pictures in color were sent from the NBC transmitter atop the Empire State Bldg., and a few months later—in May—RCA-NBC made successful tests with what it claimed as the first projection-type color TV receiver using mechanical methods.

The following day, FCC authorized commercial television, effective July 1, and a month later NBC filed applications for licenses to operate commercial TV stations in New York, Philadelphia and Washington. On July 1, WNBT which, as experimental station W2XBS, had cradled American television broadcasting, went on the air as the world's first commercial station with four sponsored programs.

The years following the opening of WNBT saw NBC television activity curtailed by the war. Real TV activity was not resumed until 1945, when the war ended. Then came a series of developments which almost overnight catapulted TV into the position it occupies today.

### Technical Advances

Much of this rapid advance was due to the technical innovations introduced at the close of the war. In 1945, NBC demonstrated the RCA-developed super-sensitive camera tube—the "image orthicon"—which solved the major problem of illuminating TV programs and made possible outdoor pickups; in 1946, the concept of a television network, linked by coaxial cable, became a reality, and in 1947, in cooperation with the Eastman Kodak Co., NBC announced the development of a special camera to photograph TV images directly from the kinescope screen. This not only provided a record of TV events but paved the way for the syndication of TV programs.

By 1948, NBC—which, as early as March 1, 1944, had announced plans for a nation-wide TV network—was ready for the opening of its midwestern network linking St. Louis, Chicago, Milwaukee, Toledo, Detroit, Cleveland and Buffalo.

In 1949, the NBC Hollywood TV outlet, KNBH, started commercial operation.

Concurrently, with the technological advances within the industry and the physical expansion of transmission facilities, came rapid expansion of the scope of NBC-TV programming. Just as in the early days of radio when Mr. Aylesworth had first tackled the problem of how best to please his audience, so the men guiding the destinies of NBC-TV now left no avenue unexplored in their search for entertainment material.

Also, as in the case of radio, as the scope of programming was expanded and the viewing audience increased, American industry became increasingly conscious of the potentialities of the new medium. In 1947 the *Kraft Television Theatre* was launched; in 1948 the *Voice of Firestone* became the first commercial simulcast on AM, FM and TV, and later that same year the *Texaco Star Theatre*, starring Milton Berle, was started.

### Becomes Board Chairman

By the autumn of 1949, when Mr. Trammell relinquished the presidency of the network to become chairman of the board, it could well be said that NBC-TV had come of age.

Joseph H. McConnell, the current president of NBC, was elected by the network's directors on Oct. 7, 1949, upon the recommendation of his predecessor, Mr. Trammell. To his new post he brought the experience of an outstandingly successful career in law, finance and business administration.

His early and repeated successes as president of NBC and the network's new achievements under his guidance testify not only to his business acumen but to his ability to generate enthusiasm and teamwork among his colleagues and associates.

Mr. McConnell was born in Chester, S. C., May 13, 1906, but he

**NBC Silver Jubilee**

spent most of his youth in Davidson, N. C., where his father was dean of Davidson College. After attending public school in Davidson, he entered Davidson College where he became prominent both as a student and as a football player.

Following his graduation from Davidson in 1927, Mr. McConnell taught chemistry and coached football at Woodberry Forest School in Virginia. It was here he decided upon law as his career and in 1928 he entered the U. of Virginia law school where, in addition to his studies, he coached the freshman football team and scouted for the varsity. In 1931, after his scholastic ability had earned him a Phi Beta Kappa key, he was graduated with a bachelor of laws degree.

Mr. McConnell began his law career in 1931 with a firm in West Palm Beach, Fla., and in 1932 he joined a law firm in Charlotte, N. C. In 1933 he was invited to join the legal staff of the NRA in

*(Continued on page 92)*

'39 '40 '41 '42 '43 '44 '45 '46 '47 '48 '49 '50

Fire Chief



Happiness Boys

Ozzie, Harriet, Joe Penner

Baby Snooks

* * *

# A CHRONICLE OF POPULAR PROGRAMS

CHANGING national conditions, from boom to bust to war to cold war, have been mirrored by NBC's changing pattern of programming through the past quarter-century. As different times brought different tastes, so NBC's program executives have sought to keep their offerings in tune with public preferences in entertainment and education.

In the lush days of the late 20's,

**NBC Silver Jubilee**

when NBC was first attempting the never easy job of simultaneously pleasing listeners in all parts of the land, the most popular programs were lavish musical shows, with name orchestras and star soloists. Recalling some of those early top-ranking programs—*Atwater Kent Hour, Chiquot Club Esquimos, Cities Service Program, A & P Gypsies, Ipana Troubadors, Palmolive Hour, Lucky Strike Dance Orchestra*—it apparently did not matter much what type of music was broadcast so long as it was good in its kind.

When the Cooperative Analysis of Broadcasting began measuring network program audiences in 1930 it found "dance music and dialogue in general rated well." Dialogue on the air was then the patter of the vaudeville stage, transferred to the radio studio almost without change. Top rated program, however, was *Amos 'n' Andy*, whose spectacular success with situation comedy was already spawning a multitude of imitators.

Mysteries began replacing dance bands in public favor in the 1931-1932 winter season. CAB then found minstrel shows, mystery dramas, news topics and serials the most popular program types. Top rated NBC programs in 1932 were *Amos 'n' Andy, Chase & Sanborn Program* with Eddie Cantor, *Fleischmann Hour*—Rudy Vallee and guests, *Blackstone Plantation*—Crumit and Sanderson, *Lucky Strike Dance Hour*.

Early 1933, bringing the first days of the New Deal, the bank crisis, Lindbergh kidnapping and California earthquake, saw the public "demonstrating its instinctive reliance upon radio spot news in times of intense excitement," A. W. Lehman, managing director of the CAB, noted. Dramatic programs were on the upgrade, with mysteries leveling off in popularity.

Comedians, too, began to come into their own: Jack Benny took his first steps toward radio fame in a weekly series for Chevrolet. On NBC in 1933, the most popular programs were *Chase & Sanborn* with Eddie Cantor, *Fleischmann Hour* with Rudy Vallee, *Texaco Fire Chief*—Ed Wynn, *Show Boat*—Lanny Ross, *Bakers' Broadcast*—Joe Penner; three comedians among the top five programs.

**Benny No. 1**

The same five NBC programs topped that network's roster in popularity in 1934, but the following year saw Jack Benny's *Jello Program* in the number one spot and Fred Allen's *Town Hall Tonight* ranked fifth, with the Vallee, Ross and Penner shows in between. Meanwhile, radio had discovered amateur shows and 1936 found *Major Bowes' Amateur Hour* the most popular NBC program, followed by Messrs. Benny, Vallee, Allen and Ross.

The absence of Major Bowes from the list of NBC top audience programs in 1937 and the appearance of Bing Crosby's *Kraft Music Hall* on that list marked the flowering of the variety show, which had developed through a sort of merger of the dance band programs and dialogue acts of the early days of radio. By 1938, Edgar Bergen and Charlie McCarthy, as stars of the *Chase & Sanborn Hour*, headed the NBC popularity list, followed by Jack Benny, Burns and Allen, Fred Allen and Bing Crosby.

Summarizing 1939's program trends in the 1940 BROADCASTING YEARBOOK, Mr. Lehman noted "a greater amount of total listening, a greater amount of listening to leading programs and a greater reluctance on the part of advertisers to keep a poorly rated program on the air." The disturbed international situation leading to the outbreak of war in September kept more people listening longer and boosted figures to new highs, a trend that continued into 1940.

News programs became most listening. A CAB study showed that the average Wednesday evening audience for network news programs from 5 to 8 p.m. in the winter of 1939-40 was 39% above the average for 1938-39, while the 8 p.m. to midnight network news audience increased 55% in that year.

Pure entertainment was still the most sought-after radio fare, however. Jack Benny, Bergen and Mc-

* * *

Allen's Alley and Inhabitants

Rudy Vallee, Graham McNamee

Messrs. Burns and Crosby

Eddie Cantor and Friend

* * *

Fibber McGee and Molly

* * *

Maj. Bowes

* * *

Carthy and *Fibber McGee and Molly* were among the top five NBC programs in 1939, 1940 and 1941. The 1939 list also included Bing Crosby and *Good News of 1939*, starring Frank Morgan and Fanny Brice (Baby Snooks). Bob Hope held down fourth position in 1940 and 1941. *One Man's Family* ranked fifth among NBC programs in 1940; *The Aldrich Family* took over that position in 1941.

With America's entry into the war overall news listening increased appreciably, with audiences to individual news programs varying 30% to 40% from week to week with the shifting tides of war. President Roosevelt shattered all audience records on Dec. 9, 1941, when 83% of all radio homes tuned in his first evening broadcast after Pearl Harbor, carried by all four national networks.

Through the war years, however, CAB and C. E. Hooper Inc. reported variety programs as the favorite type of listening, and Bob Hope, Jack Benny, *Fibber McGee and Molly* and Charlie McCarthy stayed among NBC's top five programs in 1942, 1943 and 1944. That list in 1942 also included *The Aldrich Family*, which was replaced by Red Skelton in 1943 and 1944.

Bob Hope, who attained the top spot among NBC programs in 1943, held that enviable position for five years, with *Fibber McGee and Molly* ranking second from 1944 through 1947. Charlie McCarthy also stayed in the top five during those years. Other toppers in 1945 were Joan Davis and Bing Crosby; Messrs. Benny and Skelton were among the 1946 leaders and Messrs. Benny and Allen in the 1947 most popular program list.

The McGees moved into the number one NBC spot in 1948 and held it down until early this year, when they were nosed out by Groucho Marx's *You Bet Your Life*. NBC's top rated five in 1948 also included Messrs. Benny, Allen and Hope and *Amos 'n' Andy*; in 1949 Fibber and Molly were followed by Mr.

*(Continued on page 102)*

* * *

**NBC NETWORK PROGRAM ANALYSIS BY TYPES**
**PERCENTAGES**
**1950**
(Estimates Based On 12 Sample Weeks)

| Type | |
|---|---|
| Music | 38.0 |
| News | 15.1 |
| Drama | 23.7 |
| Comedy | 4.8 |
| Variety | 2.0 |
| Quiz & Audience Participation | 8.0 |
| Talks & Discussions | 3.1 |
| Women's | 0.4 |
| Sports | 2.0 |
| Religion | 1.2 |
| Children's | 1.2 |
| Farm Service | 0.5 |
| TOTAL | 100.0 |

**NBC NETWORK PROGRAM ANALYSIS BY TYPES**
**PERCENTAGES**
**1932-1938**[1]

| Propgram Type | 1932 | 1933 | 1934 | 1935 | 1936 | 1937 | 1938[4] |
|---|---|---|---|---|---|---|---|
| Music | 63.0 | 67.3 | 67.7 | 63.3 | 63.0 | 59.7 | 58.2 |
| Drama | 10.8 | 11.2 | 12.6 | 13.3 | 13.6 | 17.4 | 17.8 |
| Talks | 8.1 | 7.0 | 6.6 | 6.6 | 7.3 | 7.9 | 9.7 |
| News[3] | 2.0 | 2.0 | 1.7 | 4.1 | 3.6 | 3.5 | 3.4 |
| Sports[3] | 1.0 | 1.0 | 1.2 | 1.2 | 1.8 | 1.5 | 1.8 |
| Comedy | 3.3 | 2.6 | 2.4 | 4.3 | 4.4 | 3.6 | 2.8 |
| Women's | 3.1 | 1.2 | 0.9 | 1.5 | 1.4 | 2.0 | 1.5 |
| Children's | 3.2 | 3.6 | 3.5 | 3.9 | 3.6 | 3.2 | 3.7 |
| Religion | 1.7 | 1.8 | 1.5 | 1.3 | 1.3 | 1.2 | 1.1 |
| Physical Training | 2.5 | 2.3 | 1.9 | 0.5 | | | |
| Comm. Announcements | 1.3 | [2] | [2] | [2] | [2] | [2] | [2] |
| TOTAL | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 1.000 | 100.0 |

[1] Figures not available prior to 1932.
[2] Not separately classified after 1932.
[3] "News" classification includes sports resumes 1932 to 1934; beginning with 1935 sports resumes under "Sport"
[4] Analysis of 12 sample weekly only.
SOURCE: NBC Statistical Dept., Program Analysis Div.

**NBC NETWORK PROGRAM ANALYSIS BY TYPES**[1]
**PERCENTAGES**
**1939 through 1949**

| Program Type | '39 | '40 | '41 [2] | '42 | '43 | '44 | '45 | '46 | '47 | '48 | '49 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Music | 52.9 | 50.6 | 48.4 | 41.3 | 34.1 | 32.7 | 33.3 | 35.8 | 36.9 | 40.0 | 40.2 |
| News | 3.6 | 7.7 | 10.5 | 15.4 | 19.6 | 20.4 | 21.2 | 17.9 | 16.0 | 15.3 | 14.6 |
| Drama | 26.5 | 27.7 | 24.9 | 27.1 | 27.0 | 26.7 | 23.5 | 26.0 | 27.0 | 25.5 | 23.2 |
| Variety | 3.3 | 2.7 | 7.6 | 8.5 | 10.1 | 10.5 | 11.1 | 7.3 | 6.9 | 5.0 | 7.1 |
| Quiz & Aud. Partic. | [3] | [3] | 1.5 | 1.9 | 3.0 | 3.5 | 3.2 | 4.5 | 4.7 | 5.9 | 6.0 |
| Talks & Discussions | 6.7 | 6.6 | 3.6 | 2.5 | 2.8 | 2.0 | 2.3 | 3.4 | 3.2 | 2.4 | 2.2 |
| Women's | 1.4 | 1.0 | 0.8 | 0.7 | 0.7 | 1.6 | 1.7 | 0.8 | 0.8 | 0.2 | 0.3 |
| Sports | 0.9 | 1.1 | 1.0 | 1.5 | 1.6 | 1.1 | 1.4 | 1.4 | 0.9 | 1.4 | 1.6 |
| Religion | 1.7 | 1.0 | 0.9 | 1.0 | 1.0 | 1.1 | 1.1 | 1.3 | 1.2 | 1.2 | 1.4 |
| Children's | 3.0 | 1.6 | 0.8 | 0.1 | 0.1 | 0.4 | 1.0 | 1.2 | 1.9 | 2.5 | 2.5 |
| Farm Service | [3] | [3] | [4] | [4] | [4] | [4] | 0.2 | 0.4 | 0.5 | 0.6 | 0.9 |

TOTALS 100.00 all across

[1] Years 1939 through 1941—Red Network data; subsequent years—NBC data
[2] Prior to 1941 analysis was made on minute breakdown basis, rather than on basis of program as a whole as has been in effect since 1941; consequently, data show a variation at time of changeover
[3] This type program not separately classified these years
[4] Less than 0.05 per cent

* * *

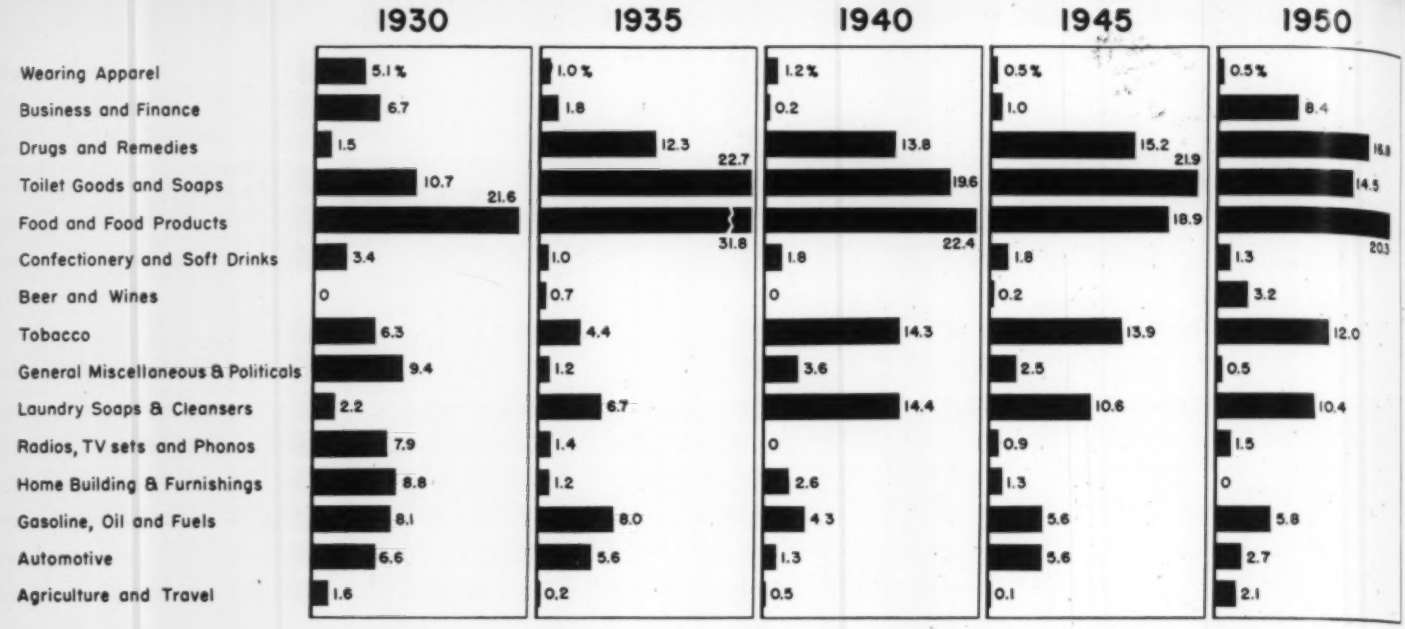
Cliquot Club Esquimos

* * *

Amos 'n' Andy

* * *

McCarthy and Associates


1930
1935
1940
1945
1950
Wearing Apparel
Business and Finance
Drugs and Remedies
Toilet Goods and Soaps
Food and Food Products
Confectionery and Soft Drinks
Beer and Wines
Tobacco
General Miscellaneous & Politicals
Laundry Soaps & Cleansers
Radios, TV sets and Phonos
Home Building & Furnishings
Gasoline, Oil and Fuels
Automotive
Agriculture and Travel
5.1% 6.7 1.5 10.7 21.6 3.4 0 6.3 9.4 2.2 7.9 8.8 8.1 6.6 1.6
1.0% 1.8 12.3 22.7 31.8 1.0 0.7 4.4 1.2 6.7 1.4 1.2 8.0 5.6 0.2
1.2% 0.2 13.8 19.6 22.4 1.8 0 14.3 3.6 14.4 0 2.6 4 3 1.3 0.5
0.5% 1.0 15.2 21.9 18.9 1.8 0.2 13.9 2.5 10.6 0.9 1.3 5.6 5.6 0.1
0.5% 8.4 16.8 14.5 20.3 1.3 3.2 12.0 0.5 10.4 1.5 0 5.8 2.7 2.1

Proportions of Expenditures by Product Groups on NBC 1930–1950

# QUARTER-CENTURY OF ADVERTISING AT NBC

IN 1927, NBC's first full calendar year of operation, 78 advertisers bought $3,759,000 worth of time (at gross rates) on the Red and Blue Networks.

That's 11 more advertisers than

**NBC Silver Jubilee**

the number that used NBC last year, but the 67 clients of 1950 spent somewhat more ($61,411,546, to be exact) for NBC facilities. During the 23-year interval NBC has become one network instead of two, but its affiliates increased from 31 in 1927 to 180 last year.

Advertising of radios, phonographs and musical instruments made up the largest class of NBC business in 1927, aggregating $1,103,000 in time purchases, well over 25% of the network's total business. This type of advertising, even with TV sets thrown in, contributed less to NBC last year, when it ranked 12th among the network's client categories with total time purchases of $906,155.

Financial and insurance advertising ranked second among NBC advertising classes in 1927; food advertising was third, automotive fourth and drugs and toiletries fifth. The 1950 top NBC classes

*(Continued on page 104)*

TABLE I

NBC TIME SALES BY PRODUCT GROUPS

| | 1950 | | | 1927 | | |
|---|---|---|---|---|---|---|
| | Total Time Purchases | % | Rank Order | Total Time Purchases | % | Rank Order |
| Agriculture & Farming | $ 432,200 | 0.7 | 16 | ..... | ... | .. |
| Apparel, Footwear & Access. | 320,203 | 0.5 | 17 | 45,000 | 1.2 | 11 |
| Automotive, Auto. Access. & Equip. | 1,671,322 | 2.7 | 9 | 423,000 | 11.3 | 4 |
| Beer, Wine & Liquor | 2,001,404 | 3.3 | 8 | ..... | ... | .. |
| Building Materials, Equip. & Fixtures | ..... | ... | .. | 48,000 | 1.3 | 10 |
| Confectionery & Soft Drinks | 772,017 | 1.3 | 14 | 260,000 | 7.0 | 6 |
| Consumer Service | 949,674 | 1.5 | 11 | 477,000 [1] | 12.6 | 2 |
| Drugs & Remedies | 10,339,526 | 16.8 | 2 | 300,000 [2] | 7.9 | 5 |
| Food & Food Products | 12,469,178 | 20.3 | 1 | 428,000 | 11.4 | 3 |
| Gasoline, Lubricants & Other Fuels | 3,558,466 | 5.8 | 6 | 22,000 | 0.6 | 15 |
| Household Furnishings | ..... | ... | .. | 206,000 | 5.5 | 8 |
| Industrial Materials | 2,146,246 | 3.5 | 7 | 10,000 | 0.3 | 16 |
| Insurance | 1,379,989 | 2.2 | 10 | (See Consumer Services) | | |
| Jewelry & Silverware | ..... | ... | .. | 27,000 | 0.7 | 13 |
| Office Equip., Stationery & Writing Supplies | 599,292 | 1.0 | 15 | 250,000 [3] | 6.6 | 7 |
| Political | 39,877 | 0.1 | 20 | ..... | ... | .. |
| Publishing & Media | 83,889 | 0.1 | 19 | (See Office Equipment) | | |
| Radios, TV Sets, Photographs Musical Instruments & Access. | 906,155 | 1.5 | 12 | 1,103,000 | 29.3 | 1 |
| Smoking Materials | 7,373,812 | 12.0 | 4 | 37,000 | 1.0 | 12 |
| Soups, Cleansers & Polishes | 6,365,890 | 10.4 | 5 | 91,000 | 2.4 | 9 |
| Sports | ..... | .. | .. | 2,000 | 0.1 | 18 |
| Toiletries & Toilet Goods | 8,884,375 | 14.5 | 3 | (See Drugs) | | |
| Transportation, Hotels & Resorts | | | | | | |
| Industrial & Agricultural Development | 863,804 | 1.4 | 13 | 23,000 [4] | 0.6 | 14 |
| Miscellaneous | 254,227 | 0.4 | 18 | 7,000 | 0.2 | 17 |
| TOTAL | $61,411,546 | 100% | .. | $3,759,000 | 100% | .. |

SOURCE: 1950— Publishers Information Bureau; 1927—National Advertising Records.

[1] Also includes Insurance
[2] Also includes Toiletries
[3] Also includes Publishing.
[4] Also includes Amusement.

TABLE II

TOP NBC ADVERTISERS YEAR BY YEAR

**1950**
Procter & Gamble
Miles Laboratories
Sterling Drug
General Foods
American Tobacco

**1949**
Procter & Gamble
Sterling Drug
Miles Laboratories
General Foods
American Tobacco

**1948**
Procter & Gamble
Sterling Drug
Miles Laboratories
General Foods
Liggett & Myers

**1947**
Procter & Gamble
Sterling Drug
General Mills
General Foods
Colgate-Palmolive-Peet

**1946**
Procter & Gamble
Sterling Drug
General Mills
Colgate-Palmolive-Peet
General Foods

**1945**
Procter & Gamble
Sterling Drug
General Mills
Colgate-Palmolive-Peet
General Foods

**1944**
Procter & Gamble
Sterling Drug
General Foods
Miles Laboratories
General Mills

**1943**
Procter & Gamble
Sterling Drug
General Foods
Liggett & Myers
Standard Brands

**1942**
Procter & Gamble
Sterling Drug
General Foods
Liggett & Myers
Brown & Williamson

**1941**
Procter & Gamble
Sterling Drug
General Foods
Niles Laboratories
Brown & Williamson

**1940**
Procter & Gamble
Sterling Drug
General Mills
Liggett & Myers
American Home Products

Procter & Gamble
Sterling Drug
Standard Brands
General Mills
General Foods

**1938**
Procter & Gamble
Standard Brands
General Foods
Sterling Drug
American Home Products

**1937**
Procter & Gamble
Standard Brands
General Foods
Sterling Drug
Miles Laboratories

**1936**
Procter & Gamble
Standard Brands
Sterling Drug
General Foods
Pepsodent Co.

**1935**
Procter & Gamble
Standard Brands
General Foods
Colgate-Palmolive-Peet
Pepsodent Co.

**1934**
Standard Brands
Pepsodent Co.
Colgate-Palmolive-Peet
General Foods
Procter & Gamble

**1933**
Standard Brands
Pepsodent Co.
General Foods
American Tobacco
Sterling Drug

**1932**
American Tobacco
Pepsodent Co.
Standard Brands
General Motors
Great A&P Tea Co.

**1931**
American Tobacco
Pepsodent Co.
Quaker Oats
Standard Brands
Great A&P Tea Co.

**1930**
Pepsodent Co.
Quaker Oats
American Tobacco
Standard Brands
Radio-Keith-Orpheum

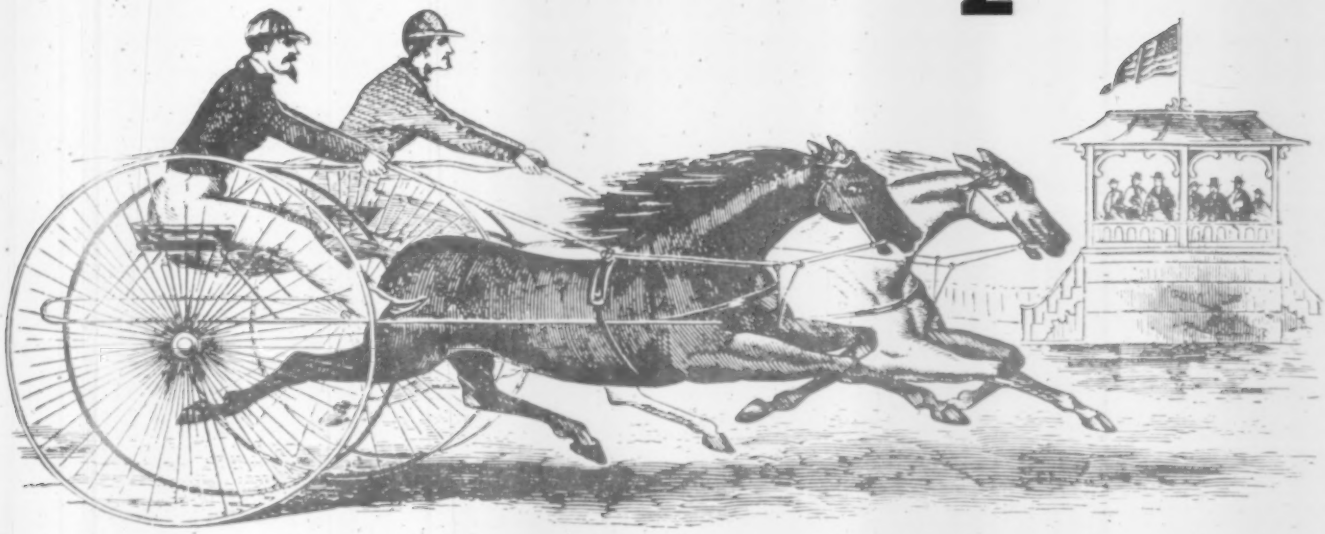
**1929**
American Tobacco
General Electric
Colgate-Palmolive-Peet
Radio-Keith-Orpheum
Atwater Kent Mfg. Co.

**1928**
Colgate-Palmolive-Peet
General Foods
Wm. R. Wrigley Co.
General Motors
Philco Radio & TV

**1927**
General Foods
National Carbon
Metropolitan Life Ins.
B. F. Goodrich Rubber
Cities Service

# FIRST... for 25 years

NBC



## in Virginia...

WMBG

**A quarter-century ago, NBC started as the nation's pioneer network... WMBG began its career as the pioneer NBC outlet for Richmond, Virginia's first market.**

The character of a nation is often influenced by that of its founders and Virginia has contributed the greatest names of American freedom and independence. As Virginia is synonymous with historical firsts, so are the Havens & Martin Stations, WMBG (AM), WCOD(FM), WTVR(TV) pioneers in the Old Dominion.

We are proud that the network the country listened to first is still the network the country listens to most.

**WMBG** AM **WCOD** FM **WTVR** TV

**Havens & Martin Stations are the *only* complete broadcasting institution in Richmond.**
**Pioneer NBC outlets for Virginia's first market.**
**Represented nationally by John Blair & Company**

**FIRST STATIONS OF VIRGINIA**

# NBC'S VICE PRESIDENTS

## Typify Network's Progressiveness

THE NBC vice president has been a pretty special character. Fred Allen thinks of him sometimes with scorn—"the fungus that grows on a mahogany desk"—and sometimes with awe —"I know one who is so big he has a wastebasket to throw people in."

But, like any other business, a broadcasting network is no better than its management. The record of NBC suggests that its management has been good. Here are sketches of all the vice presidents who have composed the NBC managerial team since the founding of the network.

### DR. JAMES ROWLAND ANGELL

BORN in Vermont, educated at U. of Michigan, Harvard and abroad. In 1893 he became philosophy instructor at U. of Minnesota and was appointed acting president in 1918. Served as chairman of the National Research Council (1919-20) and president of the Carnegie Corp. (1920-21). Assumed presidency of Yale in 1921 until 1937 when he joined NBC as educational counselor which title later changed to public service counselor. He coined the phrase "public service programming" based on the concept that radio should supplement, but not seek to replace, the classroom. His foremost radio project was *NBC University of the Air*, first endeavor by a U.S. network to provide systematic subject matter instruction in a carefully balanced variety of subjects. Dr. Angell was a member of the NBC board of directors. Died Mar. 4, 1949 at age 79.

Dr. Angell

**NBC Silver Jubilee**

### HOWARD ANGUS

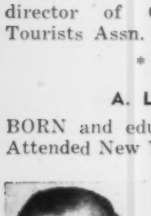
BORN and educated in California. Worked on Los Angeles newspapers until World War I when he joined the Army. Promoted to captain in regular Army until 1925 when he accepted position as assistant to the vice president and general manager of RCA. Became assistant vice president and general manager of NBC when company formed in 1926. Promoted to vice president directing programs and sales in 1927. Left NBC 1928. In 1948 he was publicity director of California Mission Tourists Assn.

Mr. Angus

* * *

### A. L. ASHBY

BORN and educated in Michigan. Attended New York University law school (honor student) and became professor of law and finance U. of Pittsburgh. Held positions as assistant general attorney Westinghouse Electric and Mfg. Co. and affiliated companies. Joined NBC in 1929 and became vice president and general counsel in 1930. Admitted to bars of Pennsylvania, New York, Supreme Court of U. S., Court of Appeals of D. C., U. S. Circuit Court of Appeals, 2nd District, Treasury Dept. of U. S., U. S. Board of Tax Appeals, Federal Radio Commission, etc. Also held positions as secretary and director Dairy Supply and Equipment Co.; director Civics Concert Service, Inc. and others. Left NBC in 1947 to become associated with Olivet (Mich.) College. He now is retired at Bronxville, N. Y.



Mr. Ashby

* * *

### CHARLES C. BARRY

BORN and educated in Massachusetts. Affiliated with *Boston Globe* and Montgomery Ward before becoming announcer for NBC in Washington in 1937. Became night manager of NBC's D. C. stations in 1938 and in 1941 was transferred to New York as assistant program manager of the Blue Network, then part of NBC. Later, after Blue Network was sold and became American Broadcasting Co., he was appointed its Washington representative and then national program director. Returned to NBC in 1950 as vice president in charge of programs. During early service with NBC was special representative on the Willkie campaign train and later served as special Presidential announcer for the late Franklin D. Roosevelt. Barry created the nationwide "Mile o' Dimes" campaigns which are now a national institution. He now is vice president in charge of NBC Radio Network programs.

Mr. Barry

* * *

### O. O. BOTTORFF

WENT to NBC as general manager of Civic Concert Service Inc. which became NBC subsidiary in 1935. Elected president of the service in 1941 until NBC's concert and talent divisions sold to Mr. Bottorff and three other veteran NBC executives. Was one of the original organizers of Civic Concert Service Inc., sponsoring organization of hundreds of Civic Music Associations functioning in every state of the union. Had wide experience in the concert and entertainment field including executive posts with several of the largest talent booking bureaus, as well as managing director of audience promotion for the Chicago Civic Opera Co. in the heyday of Mary Garden, Tito Schipa and similar names. He now is also president of National Concert and Artists Corp.

Mr. Bottorff

* * *

### WILLIAM F. BROOKS

BORN and educated in Missouri. Entered journalism in 1917 on home town newspaper *Sedalia Capital* in 1917. After college worked on several midwestern papers including, finally, the *Kansas City Star*. Joined the Associated Press in Kansas City in 1926 and for next 14 years served in various executive posts including feature editor in Washington, D. C., editor of the feature service and later executive editor in New York. Also traveled extensively in the states, South America and Europe. In 1937 became managing director of the Associated Press of Great Britain, Ltd. Returned to U. S. in 1941 to become managing editor and then executive editor of *Forbes Magazine*. Joined NBC in 1942 as director of news and special events and in 1946 promoted to vice president. During World War II he furthered NBC reputation in the news, special events and international fields. At end of war continued NBC's foreign staff almost intact. Appointed NBC vice president in charge of public relations in 1950.

Mr. Brooks

### CHARLES R. DENNY

BORN in Baltimore. Graduated from Amherst in 1935 and Harvard Law School in 1936. Practiced law in Washington 1936-38 and from then until 1942 was in Lands Division of the Department of Justice, starting as attorney in the appellate section and advancing to chief of that section. Also served at the time as a special assistant to the Attorney General. Joined the FCC as assistant general counsel in 1942, appointed a member of the Commission in 1945 and finally served as chairman from 1946 to 1947. Then went to NBC as vice president and general counsel and elevated to executive vice president July 2, 1948.

Mr. Denny

* * *

### KEN R. DYKE

A NATIVE New Yorker, Ken R. Dyke attended Pittsburgh U. and was an oil-rigger, coal miner and lumberjack before entering World War I. A training job with U. S. Rubber in 1919 led to advertising executive spots with that company and with Johns - Manville, Colgate - Palmolive - Peet. In 1937 he joined NBC as eastern sales manager, later becoming director of sales promotion and research. A stint with the OWI at the start of World War II was followed by commission as an Army major and promotion to brigadier general and public relations aide to Gen. MacArthur. He returned to NBC in 1946 as a vice president and a year later was named administrative vice president in charge of program continuity acceptance and public service. He is now public relations vice president of Young & Rubicam.

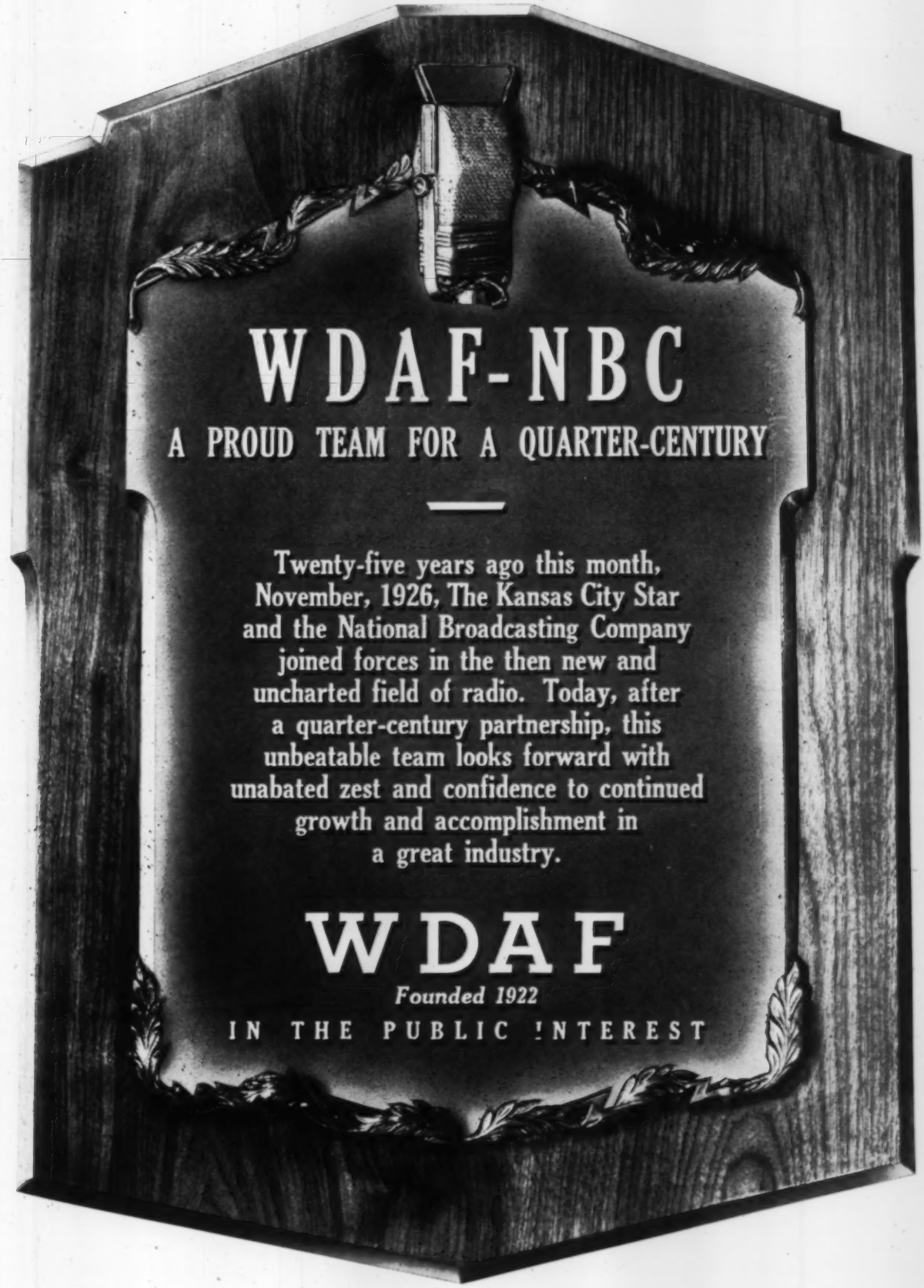
Mr. Dyke

* * *

### C. LLOYD EGNER

BORN and educated in Philadelphia. In 1917 joined Victor Talking Machine Co. in Camden as salesman. Served in World War I and then returned to Victor as assistant manager of the traveling department. Held various positions with company in Camden and Chicago returning to Camden as assistant general sales manager. In 1929 RCA acquired Victor and Mr. Egner returned to Chicago as president of the Chicago Talking Machine Co., then a Victor subsidiary. In 1931 he returned to Camden in

*(Continued on page 84)*


WDAF-NBC
A PROUD TEAM FOR A QUARTER-CENTURY
Twenty-five years ago this month, November, 1926, The Kansas City Star and the National Broadcasting Company joined forces in the then new and uncharted field of radio. Today, after a quarter-century partnership, this unbeatable team looks forward with unabated zest and confidence to continued growth and accomplishment in a great industry.
WDAF
Founded 1922
IN THE PUBLIC INTEREST

# O AND O STATIONS

## 6 Radio, 5 TV Belong to NBC

### KNBC SAN FRANCISCO

KNBC's home, Radio City, the NBC building at Taylor and O'Farrell Streets, has been one of San Francisco's show places since its construction in 1942. With its ultra-modern architecture, its glass brick walls and the practical and functional beauty of its broadcast studios, it represents the latest achievements in engineering perfection.

As one of the oldest stations in the U. S., KNBC has had a colorful history and ranks as one of the pioneers of broadcasting in the West. The station began operation in April 1922 with a 50-w transmitter atop the Hale Bros. department store in San Francisco. It was one of the 12 San Francisco area stations then operating on the same wave length at different periods of the day.

KNBC, or KPO as it was then called, broadcast performances by noted stars of concert and stage in those early days, in addition to the regular singers, musicians and actors. Many of the top-flight artists came from other sections of the country to appear on KPO.

**First National Hookup**

In 1925, the station participated in its first national hookup, in which 50 stations brought the Coolidge inaugural ceremonies to the nation. KPO also was the first station to broadcast opera direct from the stage and football direct from the stadium.

**NBC Silver Jubilee**

In 1927, the station became an NBC affiliate and in 1933 was made an owned and operated station of NBC. That same year, a 50 kw transmitter was constructed at Belmont, Calif., approximately 19 miles south of San Francisco, making the station the most powerful in Northern California. In 1947, the station call letters were changed to the present KNBC to identify it more closely with the network.

Aside from the network offerings, KNBC locally-originated programs are carefully tailored for Northern California listeners, with a resultant popularity. Such personalities as songstress-pianist Judy Deane, home economist Jane Lee and top-notch disc jockey Jimmy Lyons each command an enthusiastic and wide audience. In addition, ace commentators like Bob Letts and Henry Schacht add to the station's and their own stature among local listeners.

The famed radio (and now television) serial, *One Man's Family*, was born at KNBC, and such nationally-known figures as Meredith Willson, Vera Vague and Lois Hartzell of the Met began their careers at the West Coast station.

### KOA DENVER

FOUNDED by General Electric Co., KOA Denver broadcast its first program Dec. 15, 1924, when it promised "to those of the Great Divide, who in little scattered communities are adding to the nation's wealth, the voice of KOA will bring news of the nation's doings, the strains of its music and the measure of its dance, the message of its teachers, the thrill of its drama and an opportunity to unite in the worship of the church."

Today, as the only NBC outlet in Colorado and the state's only 50 kw station, stepped up from its initial 2.5 kw, KOA points proudly to scores of awards it has won as proof of how well the station has lived up to its promises of nearly 27 years ago. Two of its most prized trophies are GE merit awards won by the engineering department in 1943 and again in 1946 for maintaining the best operating record of any NBC O & O station.

Over the years, from the time of Freeman H. Talbot, KOA's first manager, the station has earned a fine record for outstanding programming. National affairs highlighted KOA's log as early as March 5, 1925, when it was hooked into a special network to carry the inauguration of President Calvin Coolidge. KOA also has served its listeners' regional needs with such programs as the week-day early-morning *C. F. & I. Mile High Farmer*, one of the few agricultural programs providing a comprehensive look at ranching and farming (since 1943), and the KOA *Home Forum*, morning feature that supplies the homemaker with everything from information regarding the Denver Symphony to home money management.

Evadna Hammersley, "Lora Price" of the *Home Forum*, won the coveted "Better Understanding Award" of the English Speaking Union for 1950 to add to the many honors she has received since the program's beginning in 1942.

**Coverage Complete**

From sports to music the coverage is complete at KOA. On the sports scene, KOA each year brings to its listeners all of the Colorado U. football games sponsored by Standard Oil of Indiana—produced by Bill Day with Starr Yelland's play-by-play. KOA's staff orchestra of string instruments, under the direction of violinist-composer Eddy Rogers, originates several NBC programs, including *Petite Concert* and *Skyline Serenade*.

Special events of regional interest regularly covered by KOA include the January National Western Stock Show in Denver, the Opera Festival from Central City, the *Denver Post* Opera, the Red Rocks Concerts and the Aspen Festival. This year many of these festivals will be saluted on a special program, *Concert by Request*, that features Saul Caston, director of Denver Symphony Orchestra.

One of the station's best-liked programs is *These Kids of Ours*, weekly evening half-hour presented jointly by the *Denver Post* and KOA, which has won widespread acclaim for its high entertainment value as well as for its contribution toward combating juvenile delinquency.

The physical plant of KOA lies in two separate sections of the city. Offices and studios, opened in 1934, are located in the heart of downtown Denver, while the transmitter building and tower is situated 12 miles due east of Denver. Though the downtown building is known variously as the "NBC Bldg." and "Denver's Radio City," KOA occupies only the fourth, fifth and sixth floors.

Two large studios, constructed along lines of those at New York's Radio City embodying the "floating" principle, rise two floors in height. But KOA's tiny Studio D, where newscasts and non-audience programs are broadcast, is the station's busiest, the "nerve center" of the station.

The year 1950 brought awards and honors to KOA. It was a profitable year. It was also the end of a managership that had won the respect and goodwill of press, competitive radio, and clients. After thirteen years service in Denver Lloyd Yoder was transferred to KNBC San Francisco.

In February 1951, at one of the most lavish parties ever held in Denver, NBC introduced Charles C. Bevis Jr. as the new general manager of KOA.

* * *

### WNBC AND WNBT NEW YORK

WNBC and WNBT (TV) have a dual function to perform. As New York key radio and TV outlets of NBC they are the network's showcases for its highly promoted programs. At the same time, WNBC and WNBT are community stations, serving the metropolitan New York area, the largest community in the world.

The histories of these pioneer stations reflect the growth of the broadcasting industry as a whole. WEAF (now WNBC) began operation on Aug. 16, 1922. The initial use of radio as a selling medium was made over WEAF on Aug. 28, 1922, when H. M. Blackwell of the Queensboro Corp. made the first purchase of radio time to promote his company's apartment development in Jackson Heights.

The first network program was

*(Continued on page 72)*

**TYPICAL of the 1922 broadcast studio is this photograph taken at WJZ Newark. The artist is unknown. The microphone is of the Westinghouse "condenser" type much used at the time.**

In our 32nd year of service...

Westinghouse Stations salute

The National Broadcasting Company

on its 25th Anniversary

# WESTINGHOUSE RADIO STATIONS

INCORPORATED

| KDKA | WBZ | WBZA | KYW | WOWO | KEX | WBZ-TV |
|---|---|---|---|---|---|---|
| PITTSBURGH | BOSTON | SPRINGFIELD | PHILADELPHIA | FT. WAYNE | PORTLAND | BOSTON |

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

# ENGINEERS PIONEERED *History Is That of Radio-TV Development*

THE ENGINEERING department of NBC has long been recognized as a pioneer in the electronic development of radio and television broadcasting. Much of the present day highly technical standard of radio broadcasting, and the continuously improving quality of television broadcasts, can be attributed to the ingenuity, technical brilliance and foresight of this little publicized, but crucially important department of network operations.

The history of the NBC engineering department dates back to the years preceding the birth of the nation's first radio network broadcasting company in 1926. The department was created from the engineering personnel of New York's two major stations, WJZ (owned by RCA) and WEAF (American Telephone & Telegraph Co., which sold the station to RCA in 1926).

This engineering group was among the pioneers of radio going back to 1920. WJZ in 1921 (then in Newark, N. J.) was one of the first stations to begin operating in this country. WEAF followed a year later. Little was known then about this new communications medium, radio. The technical equipment was a far cry from today's standards.

Few vacuum tubes were available and the microphones in use

**NBC Silver Jubilee**

were of the single button carbon variety having a great amount of distortion; and many other forms of distortion were introduced in the amplifiers and the subsequent transmission. The studios were crude affairs and reliable information concerning studio acoustics, program switching and volume control systems did not exist.

It was during these formative years that the ingenuity of these NBC engineers succeeded in developing knowledge of program pickup technique and studio acoustics that made possible the design and construction of the first comprehensive network studio plant and the establishment of NBC in its position of technical leadership in radio broadcasting.

### Studio Design and Acoustics

Coincident with the formation of NBC in 1926, the engineering department set out to design and supervise construction of new studio facilities to house two network organizations (the Red and the Blue networks) under one roof at 711 Fifth Ave.

With little precedent to work by, the engineers were faced with providing a multiple studio plant adequately sound-proofed between the individual studios and between the plant as a whole and exterior sounds. The result was the first broadcast installation to include sound proofing and air conditioning. The techniques and methods developed here became the basis for later standards.

**DAVID SARNOFF and Guglielmo Marconi during a visit to "Radio Central" in 1933.**

While little was known of the science of reverberation control in studio spaces, the network engineers developed and tried several new acoustical treatments including generous amounts of draping. Also for the first time in broadcasting history, each studio was provided with its own individual control booth—an innovation from the practice then existent—that of using a single control room for monitoring one or more studios. Each control room was sound isolated and provided with a triple glass sound resistant observation window. Each studio was provided with a vestibule entrance flanked by double doors.

Such hermetically sealed studios necessitated a special ventilation system and again for the first time in the sound medium's history a studio plant was air conditioned. Air ducts with specially designed sound absorbers were used to prevent transmission of sound through the ducts, and low speed air through large ducts to eliminate air turbulence or hiss was introduced into each studio by individual ducts separately controlled and regulated.

These new studio innovations were later used in all the major broadcasting plants in the country, but it was the NBC engineering department that showed the way.

During the years from 1926 to 1929, NBC expanded its network operations to include a studio plant and two studios in Washington, D. C. at WRC, a two-studio plant in Chicago at WMAQ, and a studio plant in San Francisco at KNBC.

By the spring of 1929, the Chicago Division's rapid growth made it necessary to construct a second large modern studio plant. NBC arranged with the Merchandise Mart, then under construction, for the building of a separate structure two stories high on the roof of the main building, being in effect a penthouse built to NBC specifications. Six new studios, larger than any network studio to date, were included in this layout.

By this time NBC engineers learned that the use of draperies for minor adjustments of acoustics were not too efficient because they were ineffective at the lower frequencies. A variety of acoustical materials were tried and tested in various studios built by the network. In the new Chicago studios, NBC engineers developed a factor of safety for adjustment of the acoustical characteristics by changing the position of swinging panels. The fronts of these panels were covered with acoustic treatment and the backs with metal presenting a hard or reflective surface, thus varying the amount of exposed absorbing surface.

Radio was now growing by leaps and bounds; stations were springing up all over the country, blanketing it from coast to coast. This phenomenal growth was acompanied by greater program activity on the part of NBC in New York. The network had outgrown 711 Fifth Ave.

So in 1930, NBC engineers began to design Radio City, the largest and most up-to-date studio plant in the world. No effort or expense was spared to make this the finest example in the broadcasting industry. Sound isolations and acoustical materials were tested to provide the best available at that time and every new feature was tried in model form before being incorporated into the plans.

NBC's Radio City, located at 30 Rockefeller Plaza, was completed in November 1933. It was a great technical achievement, second to none in the broadcasting world. The plant housed 34 studios, the largest of which (8H, now converted into a TV studio), ran 132 ft. in length, 78 ft. wide and 30 ft. high, containing the largest workable floor area of any radio studio in existence.

### Radio City Air Conditioning

The air conditioning system at Radio City is probably one of the most intricate and flexible systems ever installed. It has a capacity for moving 13,500,000 cu. ft. of air per hour and the cooling system employs four 300 HP refrigeration compressors having a total ice making capacity of 900 tons per day.

The NBC engineers didn't overlook the traffic problem either. The majority of the studios are two floors high and public observation rooms are located on the second floor, reserving the studio floors for use of the staff and artists.

The high technical standards of Radio City fostered improvements not only in other NBC plants, but throughout the entire industry. Since that time the network has built new studios in Denver, Washington, Hollywood, Cleveland and San Francisco. It has expanded facilities at Chicago and Hollywood.

The Hollywood plant stands out as a broadcasting mecca. It represents 15 years of experience and is a departure from the usual design of incorporating studios in steel buildings. As designed by NBC engineers, each studio is a separate detached building standing on its own foundation, eliminating the necessity for expensive sound isolation systems required in steel buildings. Except for the adjacent three story office structure, the entire studio plant is located at street level, providing ground entrance to each of six auditoriums and offering easy access to each stage and smaller studios from a common working lobby.

At the time of the formation of NBC in 1926, there was no reliable

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Congratulations,

NBC,

on 25 Years of Proof that
"People Sell Better than Paper"

WSYR is proud of its part in the growth of NBC—and of the fact that it makes NBC's "People" heard through all of rich Central New York

WSYR

SYRACUSE

AM FM TV

*NBC Affiliate • the Only Complete Broadcast Institution in Central New York • Headley-Reed, National Representatives*

## O and O Stations

*(Continued from page 68)*

aired on Jan. 4, 1923, over wire-connected stations WEAF New York and WNAC Boston. On Oct. 14, 1923, the Red Network was established with WEAF and WJAR Providence. (The name "Red" was given to this first commercial network because engineers plotted the station hook-up in red ink.)

In February 1924, WEAF took part in the first demonstration of coast to-coast broadcasting conducted by the AT&T. Also in 1924, WEAF's audience heard the first radio coverage of a presidential election from the broadcast of the national conventions in June through Coolidge's inauguration ceremonies in March 1925.

In 1926, WEAF was purchased by the newly formed NBC and for the next 20 years served as the network's key station, with major emphasis on a network rather than a station level. Then, on Jan. 24, 1946, WEAF began operation on an autonomous basis under the managership of James M. Gaines, with a prime concern of developing new personalities to help it establish a strong identity with the tastes and problems of the metropolitan area it served.

Heading the list of new personalities were Tex and Jinx McCrary,

**NBC Silver Jubilee**

who discarded the hackneyed husband and wife breakfast table chitchat to give their audience a daily program of intelligent interviews and adult commentary on the day's news.

WEAF also did a good talent scouting job when it brought Bob Smith to New York from his native Buffalo to preside over its early morning music and chatter series. In children's programming, the station blocked out 8:30 to noon Saturdays for the young fry with a lineup of shows which received commendation from parent-teacher groups, educators and others interested in children's listening habits. On one of these shows—the *Triple B Ranch* emceed by Bob Smith—Howdy Doody was born.

### Public Service Programs

Public service programming has always been of prime concern to WNBC (call letters changed from WEAF in November 1946). To celebrate its 25th anniversary in 1947, the station broadcast four documentary programs titled *Housing—1947*, which explored the New York housing shortage from every angle.

In addition to receiving the highest commendation from the governor of New York and mayor of the city and winning awards from Ohio State for public service, this series was praised on the floor of the Congress and part of the script inserted in the *Congressional Record*. It was followed in 1948 by a hard-hitting series of the high cost of living, *The Hungry Dollar*.

An outstanding aspect of WNBC's public service effort has been the station's willingness to air controversial topics both in special broadcasts and by inclusion within the regularly scheduled programs' formats. Among such topics to be treated have been: Racial discrimination, anti-semitism, displaced persons, disabled veterans, labor-management relations, black market babies and venereal disease.

In line with its community-minded policy, WNBC for two years carried on a highly successful *Salutes to Cities* campaign. In this series, WNBC broadcast its full local program schedule from some community in the metropolitan area for an entire day, featuring local personalities and local material on all shows. This series proved to be one of the most important audience promotion and public relations campaigns ever conducted by a New York station.

### WNBT (TV) in 1948

In 1948, WNBT (TV) joined its sister station WNBC as an operating unit separate and apart from the network. WNBT dates back to December 1928, when W2XBS (as is was then called) received the first permanent TV broadcasting license ever issued. At that time the stations' equipment included a circular aluminum perforated disc capable of scanning 15 pictures per second, feeding a transmitter of a few hundred watts output operating from RCA's Van Cortlandt Park laboratory.

This pioneer TV station was moved to the RCA Photophone Bldg., where its experiments included a demonstration of theatre-size television.

In June 1930 W2XBS was moved again, to NBC's Times Square Studio in the New Amsterdam Theatre Building and a month later NBC took over its management.

Although W2XBS was operated primarily for experiments, a definite broadcasting schedule was maintained, consisting mainly of posters, photographs and simple moving objects such as Felix the Cat revolving on a phonograph turntable.

A year later, in June 1931, the Empire State Bldg. was selected for the permanent location of the station's transmitter, which began 120-line television transmissions in October. The original Empire State antenna, mounted on two 12-foot poles, was used for the first UHF TV tests ever made.

### First Radio Relay

In 1933, W2XBS transmitted signals between New York City and Camden, comprising the first long distance radio relay, predecessor of present-day radio relay systems.

On July 7, 1938, the Broadway hit "Susan and God" was televised direct from the theatre. The first experimental TV show to be sponsored on W2XBS was presented by the Campbell Soup Co. The commercial consisted of a man opening a can of beans and showing the contents to the audience. The start of regularly scheduled high-definition programs in America was marked by WNBT's coverage of the opening of the World's Fair, April, 30, 1939, when President Franklin D. Roosevelt made his first video appearance.

Remote telecasts of sports events began that year with a Columbia-Princeton baseball game pickup from Bakers Field. The Lou Nova-Max Baer bout was televised in June 1939. First use of the coaxial cable in scheduled programming occurred in June 1940 when W2XBS covered the Republican Convention at Philadelphia for New York TV set owners.

On July 1, 1941, WNBT received the first commercial television license ever issued and began operating as the world's first commercial television station with a schedule calling for a minimum of 15 hours a week of programming. WNBT had four sponsors: Sun Oil, Procter & Gamble, Lever Bros. and Bulova. The first commercial was the Bulova time signal at 2:29:50 p.m. on July 1.

During the war, the station's facilities were devoted almost entirely to programs in cooperation with civic and government agencies. Later, regular broadcasts were started from Madison Square Garden and television receivers were installed in veterans hospitals for the viewing of major sporting events. On May 8, 1945, the longest telecast up to that time—14 hours of uninterrupted programming—was presented in honor of VE day.

When WNBT assumed autonomous operations in 1948, it faced the same problem as the early WEAF—designing new programs to cater to New York tastes. Beginning with a local schedule of five hours per week, WNBT steadily expanded into additional time periods, opening up the early daytime hours on May 2, 1950, with "Operation Petticoat." Today, WNBT programs 42½ hours per week locally.

In April 1950, Ted Cott was named general manager of WNBC and WNBT. With a background of aggressive, independent station experience, Mr. Cott placed even stronger emphasis on the community aspect of the stations. His theory may be summed up in the revision of the AM station breaks to read, "NBC covers America, WNBC *belongs* to New York."

### Local Accent Programs

Carrying this theory into practice, Mr. Cott arranged for such local accent programs as WNBT's *Treasures of New York*, a TV program featuring John Kieran as m.c. and originating each week from a different museum or similar point of interest in New York City.

On her WNBC program, Mrs. Eleanor Roosevelt each week awarded a Community Service Citation honoring public service organizations for outstanding contributions to their communities.

Believing strongly in the future of radio, Mr. Cott presented a distinguished lineup of personalities in their own program series: Leopold Stokowski, Arthur Treacher, Samuel Goldwyn, Walt Disney and Jackie Robinson. Latest additions to the WNBC schedule are Bob Elliott and Ray Goulding, early morning entertainers, and Kate Smith, in an early afternoon program of interviews, music and commentary.

A specially-filmed series of "Freedom" spots were used on WNBT in an all-out campaign to promote the slogan "Freedom Is Everybody's Job." The films showed original historical documents such as Lincoln's Gettysburg Address,

*(Continued on page 74)*

**EDWARD THORGERSEN, NBC announcer, sending latest reports on the Lindbergh kidnaping over nation-wide networks from Gebhart's Lunch Room in Hopewell, N. J., near the Lindbergh home.**

*For the Facts call your* **O. L. Taylor** *man*

**KRGV-5000 watts**

NBC WESLACO, TEXAS LSC

## O and O Stations

*(Continued from page 72)*

the Declaration of Independence, and the "Star Spangled Banner." Other public service efforts included programs on such varied topics as civil defense, Police Athletic League activities, the United Nations, mental health, racial and religious discrimination.

As an example of unique and highly successful promotion, WNBC-WNBT has recently completed the first year of a cooperative venture with Rockaways Playland. This mutually beneficial arrangement brought the stations unlimited opportunities to utilize the amusement park's facilities for audience promotion.

Placing more and more emphasis on merchandising, Mr. Cott inaugurated "Chain Lightning," giving advertisers an extra bonus for sponsorship of WNBC programs through a cooperative arrangement with over 1,400 chain stores throughout the metropolitan area. Under the plan, WNBC gives free promotion time to the participating stores and in return the stores promote WNBC talent and shows and also give preferential display and point-of-sale promotion to products designated by the station.

On June 11, 1951, WNBT began transmission from the new multi-use antenna atop the Empire State Bldg. and on Aug. 9 inaugurated a 360% increase in effective radiated power.

**NBC Silver Jubilee**

### WMAQ and WNBQ Chicago

NBC's Chicago properties, WMAQ and WNBQ(TV), have contributed largely to the fame of both their network and their city. Long known as the birthplace of radio's daytime serial drama, the NBC Chicago setup has more recently gained laurels as fountain head of the "Chicago school of television."

Antedating the formation of the network, WMAQ began operations April 12, 1922, with the call WGU, becoming WMAQ that fall to get away from the confusion between WGU and WBU, a city-owned station. WMAQ's transmitter was located on the roof of the Fair, State St. department store which was co-owner of the station with the *Chicago Daily News*. On May 27, 1923, the *News* took full title and moved WMAQ to the top floor of the LaSalle Hotel, highest structure in the Loop at that time. At the same time WMAQ received a new frequency, 670 kc, on which it still broadcasts. On March 1, 1927, WMAQ bought out WQJ, with which it had shared time, and early the next year was granted exclusive use of 670 kc.

Inevitably, the history of WMAQ is tied up with the history of Judith Waller. Today Miss Waller is director of NBC's department of public service and education in Chicago. But back in 1922 she was manager, announcer, talent scout, program director and boss of the station. With a head that was long for the cultural and entertainment aspects of radio, she helped establish WMAQ's lasting reputation with a fistfull of "firsts." There were the first music appreciation program, the first broadcast by Fred Waring and his Pennsylvanians, the first regular broadcasts of a big league baseball game, the first microphone appearances of George Arliss, Ben Hecht, and *Amos 'n' Andy*, the first overseas news program, the first educational series and the list could go on and on.

#### First Major Hookup

On July 31, 1923, WMAQ joined WEAF New York and other stations in the first major network hookup to broadcast President Harding's speech from San Francisco. In March 1925, it was one of 22 stations linked into a "toss-up" network for the first commercial broadcast sponsored by the Victor Phonograph Co. In January 1927 the station affiliated with the newly-formed NBC, which later that year opened Chicago headquarters at 180 N. Michigan Ave. From an improvised studio in that building, NBC on Jan. 23, 1928, launched its first Chicago program series, *The Riverside Hour*, sponsored by Montgomery Ward.

The event inspired Albert Ford of the *Washington* (D. C.) *Herald* to predict: "One of these days people writing radio and musical history may mark this date as epoch making, because NBC then opened its first Middle West studio for the origination of chain programs in Chicago."

In March 1928 Niles Trammell went to Chicago to head up NBC operations there — ten employes, two studios and two sponsors. With no Chicago station of its own, NBC programs were broadcast over WGN, KYW, WEBH and, for a time, WMAQ. Space in the Capitol Bldg. tower was acquired for NBC's "Cathedral Studio" from which the Chicago Symphony Orchestra was broadcast. With the erection of the Merchandise Mart, the network decided to consolidate its Chicago operations there and on Sept. 15, 1930, it moved into what was then the world's largest studio setup on the Mart's 19th and 20th floors.

1931 saw NBC expanding all over the Chicago scene. WENR was purchased from Great Lakes Broadcasting Co. March 1; on Nov. 1 WMAQ came under NBC ownership, with studios and offices later integrated at the Mart. WMAQ's 5 kw transmitter, set up at Elmhurst, Ill., in 1929 when it was the first to install complete crystal control with 100% modulation, in 1935 was moved to a new site near Bloomingdale and its power increased to 50 kw.

Meanwhile, NBC's Chicago studios were hatching producers, writers, signers and actors at a rapid rate. Such teams as *Fibber McGee and Molly*, Amos 'n' Andy, Vic and Sade, Clara, Lou and Em and Gene and Glenn; such artists as Tyrone Power, Don Ameche, Bill Thompson, Anne Seymour, Ransom Sherman, Garry Moore, Irene Wicker, Jane Froman, Pat Barnes and Don McNeill; such conductors as Josef Koestner, Roy Shield, Morgan Eastman, Wayne King, Rex Maupin, Percy Faith; such writers as Wyllis Cooper, Arch Oboler, Fayette Krum and Paul Rhymer made radio history at NBC Chicago.

Daytime serials by the score, from *Affairs of Anthony* to *Woman in White*, weekly dramas like *Empire Builders* and *First Nighter*, variety shows like *Breakfast Club* and *Plantation Party*, were part and parcel of the station's life. Then, of course, there were the Quiz Kids.

#### WNBQ Followed Tradition

In television, WNBQ has started off in the WMAQ tradition. Under the general management of Harry Kopf, Jules Herbuveaux, manager of TV operations, has surrounded himself with a staff of bell-ringing and uninhibited youngsters who have turned out a parade of award winning shows headed by *Garroway at Large* and including *Stud's Place*, *Zoo Parade*, *Cactus Jim*, *Quiz Kids*, *Wayne King Show* and many others.

On a purely local basis, WNBQ's *Five Star* hour from 10 to 11 p.m. is one of the most successful TV program parlays in the nation. Starting with Weatherman Clint Youle, followed by Dorsey Connors' homemaker chat, Clifton Utley's news commentary, Tom Duggan on sports and a quarter-hour of piano nostalgia by Herbie Mintz, the Sunday-through-Friday hour adds more than $1 million a year to WNBQ's revenue.

Historically, WNBQ can trace its ancestry way back to Aug. 27, 1930, when WMAQ made its first 45-line telecast via the flying spot scanner method. The foresight of NBC engineers in installing high voltage wiring and outlets for future TV lighting use at the time the network's radio studios were being built in the Mart has paid off a thousand fold in the past few years. The TV transmitter was built in 1948 atop the Civic Opera Bldg. and regular programming was started on Jan. 9, 1949, with a schedule of 15 hours a week which has now grown to more than 120 hours.

Chicago has made management as well as program history for NBC. Niles Trammell, Sid Strotz, Harry Kopf, C. L. Menser, Frank Mullen, Chick Showerman and Bill Hedges are among the radio elite who got their start at WMAQ and NBC Chicago.

### WRC-WNBW WASHINGTON

AUG. 1, 1923, is remembered in Washington as the date WRC went on the air for the first time. The station had but one studio, in the Riggs Bank Bldg. at 14th St. and Park Road N.W., in uptown Washington, where visitors remarked on the fine location "so far out in the country." The transmitter was located in the same building and the transmitter tower sat on the roof.

The original WRC staff consisted of eight people, including the porter. Today WRC employs more than 150 staffers, headed by General Manager Eugene Juster.

WRC's first broadcast consisted of a three-hour program. No sooner was it underway than Fred Guthrie, first director of WRC and now district manager of RCA Communications, was called to the transmitter. The first speaker was talking into the microphone, but he could hardly be heard! The whole speech went out on the air feebly while engineers strained to uncover the trouble. Then the second speaker stepped up to the mike, and came in clear as a bell. The first guest had been talking into the BACK of the mike!

WRC during its first year shared time with WCAP, owned by the Chesapeake and Potomac Telephone Co. Use of the same frequency by both stations caused occasional difficulty, as on one night when both stations were on the air simultaneously, sending different programs on the same wave length.

Starting in 1923, WRC began racking up an impressive list of "firsts" in radio. In August, WRC carried special memorial services for the late President Harding. In December, one of radio's first political speeches was heard, with Sen. Magnus Johnson delivering an oration listed in an early WRC record as being "entirely harmless and inoffensive."

#### First Political Commentator

In 1924, WRC presented the first political commentator ever heard on the air, the noted newspaper correspondent Frederick William Wile. In September that year, WRC was at the receiving end of one of the first radio hookups, with a direct telephone line from WJZ New York bringing an air account of the Wills-Firpo fight to WRC's transmitter.

In December 1924 WRC presented the first broadcast from the Capitol of the United States, the Woodrow Wilson Memorial exercises. Remote broadcasts were frequent in 1924, with WRC carrying play-by-play wire descriptions of baseball games from the offices of a local newspaper. Direct wires were used for broadcasts of the 1924 Democratic and Republican National Conventions. A debate on the Volsted Prohibition Act featuring senators and congressmen brought a flood of 7,000 letters from all over the nation to WRC. In its first year of operation, the station had been heard by radio

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# popularity

A piece of music is measured and appraised chiefly by its popularity—and popularity in a song can only be judged by the frequency with which it is played and heard. When folks are humming or whistling a tune you can be sure it is popular. The public usually is unaware of the authorship or source of the song it is humming. And quite often those in broadcasting who program these tunes are not aware that a great percentage of the current BIG HITS are being performed under their BMI license.

*BECAUSE OF YOU
*(IT'S NO) SIN
*COLD, COLD HEART
*I GET IDEAS
*COME ON-A MY HOUSE
BLUE VELVET
DETOUR
JEZEBEL
HEY, GOOD LOOKIN'
SLOW POKE
SOLITAIRE
CRY

*HIT PARADERS

BMI

BROADCAST MUSIC, Inc.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

# *Announcing the*

# National Broadcasting Company, Inc.

## *National radio broadcasting* with better programs permanently assured by this important action of the *Radio Corporation of America* in the interest of the listening public

THE RADIO CORPORATION OF AMERICA is the largest distributor of radio receiving sets in the world. It handles the entire output in this field of the Westinghouse and General Electric factories.

It does not say this boastfully. It does not say it with apology. It says it for the purpose of making clear the fact that it is more largely interested, more selfishly interested, if you please, in the best possible broadcasting in the United States than anyone else.

### *Radio for 26,000,000 Homes*

*The market for receiving sets in the future will be determined largely by the quantity and quality of the programs broadcast.*

We say quantity because they must be diversified enough so that some of them will appeal to all possible listeners.

We say quality because each program must be the best of its kind. If that ideal were to be reached, no home in the United States could afford to be without a radio receiving set.

Today the best available statistics indicate that 5,000,000 homes are equipped, and 21,000,000 homes remain to be supplied.

*Radio receiving sets of the best reproductive quality should be made available for all, and we hope to make them cheap enough so that all may buy.*

The day has gone by when the radio receiving set is a plaything. It must now be an instrument of service.

### *WEAF Purchased for $1,000,000*

The Radio Corporation of America, therefore, is interested, just as the public is, in having the most adequate programs broadcast. It is interested, as the public is, in having them comprehensive and free from discrimination.

Any use of radio transmission which causes the public to feel that the quality of the programs is not the highest, that the use of radio is not the broadest and best use in the public interest, that it is used for political advantage or selfish power, will be detrimental to the public interest in radio, and therefore to the Radio Corporation of America.

To insure, therefore, the development of this great service, the Radio Corporation of America has purchased for one million dollars station WEAF from the American Telephone and Telegraph Company, that company having decided to retire from the broadcasting business.

The Radio Corporation of America will assume active control of that station on November 15.

### *National Broadcasting Company Organized*

The Radio Corporation of America has decided to incorporate that station, which has achieved such a deservedly high reputation for the quality and character of its programs, under the name of the National Broadcasting Company, Inc.

### *The Purpose of the New Company*

*The purpose of that company will be to provide the best program available for broadcasting in the United States.*

The National Broadcasting Company will not only broadcast these programs through station WEAF, but it will make them available to other broadcasting stations throughout the country so far as it may be practicable to do so, and they may desire to take them.

*It is hoped that arrangements may be made so that every event of national importance may be broadcast widely throughout the United States.*

### *No Monopoly of the Air*

The Radio Corporation of America is not in any sense seeking a monopoly of the air. That would be a liability rather than an asset. It is seeking, however, to provide machinery which will insure a national distribution of national programs, and a wider distribution of programs of the highest quality.

*If others will engage in this business the Radio Corporation of America will welcome their action, whether it be cooperative or competitive.*

If other radio manufacturing companies, competitors of the Radio Corporation of America, wish to use the facilities of the National Broadcasting Company for the purpose of making known to the public their receiving sets, they may do so on the same terms as accorded to other clients.

The necessity of providing adequate broadcasting is apparent. The problem of finding the best means of doing it is yet experimental. The Radio Corporation of America is making this experiment in the interest of the art and the furtherance of the industry.

### *A Public Advisory Council*

In order that the National Broadcasting Company may be advised as to the best type of program, that discrimination may be avoided, that the public may be assured that the broadcasting is being done in the fairest and best way, always allowing for human frailties and human performance, it has created an Advisory Council, composed of twelve members, to be chosen as representative of various shades of public opinion, which will from time to time give it the benefit of their judgment and suggestion. The members of this Council will be announced as soon as their acceptance shall have been obtained.

### *M. H. Aylesworth to be President*

The President of the new National Broadcasting Company will be M. H. Aylesworth, for many years Managing Director of the National Electric Light Association. He will perform the executive and administrative duties of the corporation.

Mr. Aylesworth, while not hitherto identified with the radio industry or broadcasting, has had public experience as Chairman of the Colorado Public Utilities Commission, and, through his work with the association which represents the electrical industry, has a broad understanding of the technical problems which measure the pace of broadcasting.

One of his major responsibilities will be to see that the operations of the National Broadcasting Company reflect enlightened public opinion, which expresses itself so promptly the morning after any error of taste or judgment or departure from fair play.

*We have no hesitation in recommending the National Broadcasting Company to the people of the United States.*

*It will need the help of all listeners. It will make mistakes. If the public will make known its views to the officials of the company from time to time, we are confident that the new broadcasting company will be an instrument of great public service.*

## RADIO CORPORATION OF AMERICA

**OWEN D. YOUNG, *Chairman of the Board*** **JAMES G. HARBORD, *President***

# This ad appeared 25 years ago this month

It announced a new era in communication among men.

It heralded a new means of people talking to people all over America.

25 years ago this month network radio was born.

Nine pioneer stations were linked together in the beginning of the greatest mass communications medium in the world.

| | | |
|---|---|---|
| WEAF ..... New York | WTIC ..... Hartford | WJAR ..... Providence |
| WTAM ..... Cleveland | WDAF ..... Kansas City | KSD ..... St. Louis |
| WWJ ..... Detroit | WCSH ..... Portland, Me. | WRC ..... Washington, D.C. |

In that first NBC advertisement we pledged to give the American people the best broadcasting in the United States. The growth of this network from those nine stations to the list you'll find in the columns below is an indication as to how well NBC has fulfilled that pledge.

# This...is NBC today

| | | |
|---|---|---|
| KANS ..... Wichita, Kansas | KYW ..... Philadelphia, Pa. | WJDX ..... Jackson, Mississippi |
| KARK ..... Little Rock, Arkansas | KZRH ..... Manila, Philippine Is. | WJIM ..... Lansing, Michigan |
| KAWT ..... Douglas, Arizona | WALA ..... Mobile, Alabama | WKBH ..... La Crosse, Wisconsin |
| KCIL ..... Houma, Louisiana | WAML ..... Laurel, Mississippi | WKBO ..... Harrisburg, Pennsylvania |
| KCRA ..... Sacramento, California | WAPO ..... Chattanooga, Tennessee | WKPT ..... Kingsport, Tennessee |
| KDKA ..... Pittsburgh, Pennsylvania | WAVE ..... Louisville, Kentucky | WKY ..... Oklahoma City, Oklahoma |
| KDYL ..... Salt Lake City, Utah | WAZL ..... Hazleton, Pennsylvania | WKYB ..... Paducah, Kentucky |
| KELO ..... Sioux Falls, South Dakota | WBAL ..... Baltimore, Maryland | WLAK ..... Lakeland, Florida |
| KERO ..... Bakersfield, California | WBAP ..... Fort Worth, Texas | WLBZ ..... Bangor, Maine |
| KFAM ..... St. Cloud, Minnesota | WBEN ..... Buffalo, New York | WLOK ..... Lima, Ohio |
| KFI ..... Los Angeles, California | WBLK ..... Clarksburg, W. Va. | WLW ..... Cincinnati, Ohio |
| KFSD ..... San Diego, California | WBML ..... Macon, Georgia | WMAM ..... Marinette, Wisconsin |
| KFYR ..... Bismarck, North Dakota | WBOW ..... Terre Haute, Indiana | WMAQ ..... Chicago, Illinois |
| KGBX ..... Springfield, Missouri | WBRC ..... Birmingham, Alabama | WMBG ..... Richmond, Virginia |
| KGHL ..... Billings, Montana | WBRE ..... Wilkes-Barre, Pa. | WMC ..... Memphis, Tennessee |
| KGLU ..... Safford, Arizona | WBZ ..... Boston, Massachusetts | WMFG ..... Hibbing, Minnesota |
| KGNC ..... Amarillo, Texas | WBZA ..... Springfield, Mass. | WMIS ..... Natchez, Mississippi |
| KGU ..... Honolulu, Hawaii | WCOA ..... Pensacola, Florida | WMRF ..... Lewistown, Pennsylvania |
| KGW ..... Portland, Oregon | WCRS ..... Greenwood, S. Carolina | WMVA ..... Martinsville, Virginia |
| KHQ ..... Spokane, Washington | WCSH ..... Portland, Maine | WNBC ..... New York, New York |
| KIDO ..... Boise, Idaho | WDAF ..... Kansas City, Missouri | WNHC ..... New Haven, Connecticut |
| KIST ..... Santa Barbara, California | WDAK ..... Columbus, Georgia | WOAI ..... San Antonio, Texas |
| KIT ..... Yakima, Washington | WDAY ..... Fargo, North Dakota | WOC ..... Davenport, Iowa |
| KMED ..... Medford, Oregon | WDEL ..... Wilmington, Delaware | WOOD ..... Grand Rapids, Michigan |
| KMJ ..... Fresno, California | WDSU ..... New Orleans, Louisiana | WOPI ..... Bristol, Tenn.-Virginia |
| KNBC ..... San Francisco, California | WEAT ..... Lake Worth, Florida | WORK ..... York, Pennsylvania |
| KNOE ..... Monroe, Louisiana | WEAU ..... Eau Claire, Wisconsin | WORZ ..... Orlando, Florida |
| KOA ..... Denver, Colorado | WEBC ..... Duluth, Minnesota | WOW ..... Omaha, Nebraska |
| KOAM ..... Pittsburgh, Kansas | WEEK ..... Peoria, Illinois | WOWO ..... Fort Wayne, Indiana |
| KOB ..... Albuquerque, N. M. | WENY ..... Elmira, New York | WPTF ..... Raleigh, North Carolina |
| KODY ..... North Platte, Nebraska | WERC ..... Erie, Pennsylvania | WRAK ..... Williamsport, Penna. |
| KOH ..... Reno, Nevada | WEST ..... Easton, Pennsylvania | WRAW ..... Reading, Pennsylvania |
| KOMO ..... Seattle, Washington | WFAA ..... Dallas, Texas | WRC ..... Washington, D. C. |
| KORK ..... Las Vegas, Nevada | WFBC ..... Greenville, So. Carolina | WRDO ..... Augusta, Maine |
| KPLC ..... Lake Charles, Louisiana | WFBG ..... Altoona, Pennsylvania | WROL ..... Knoxville, Tennessee |
| KPRC ..... Houston, Texas | WFLA ..... Tampa, Florida | WRON ..... Ronceverte, W. Virginia |
| KRGV ..... Weslaco, Texas | WFMJ ..... Youngstown, Ohio | WSAM ..... Saginaw, Michigan |
| KRIS ..... Corpus Christi, Texas | WFOR ..... Hattiesburg, Mississippi | WSAN ..... Allentown, Pennsylvania |
| KROC ..... Rochester, Minnesota | WGAL ..... Lancaster, Pennsylvania | WSAU ..... Wausau, Wisconsin |
| KSD ..... St. Louis, Missouri | WGBF ..... Evansville, Indiana | WSAV ..... Savannah, Georgia |
| KSEI ..... Pocatello, Idaho | WGFG ..... Kalamazoo, Michigan | WSB ..... Atlanta, Georgia |
| KSTP ..... Minneapolis-St. Paul, Minn. | WGKV ..... Charleston, W. Va. | WSCR ..... Scranton, Pennsylvania |
| KSYL ..... Alexandria, Louisiana | WGRM ..... Greenwood, Mississippi | WSFA ..... Montgomery, Alabama |
| KTAR ..... Phoenix, Arizona | WGY ..... Schenectady, New York | WSJS ..... Winston-Salem, N. C. |
| KTBS ..... Shreveport, Louisiana | WHAM ..... Rochester, New York | WSLS ..... Roanoke, Virginia |
| KTFI ..... Twin Falls, Idaho | WHIS ..... Bluefield, West Virginia | WSM ..... Nashville, Tennessee |
| KTSM ..... El Paso, Texas | WHIZ ..... Zanesville, Ohio | WSOC ..... Charlotte, No. Carolina |
| KVGB ..... Great Bend, Kansas | WHLB ..... Virginia, Minnesota | WSPD ..... Toledo, Ohio |
| KVOA ..... Tucson, Arizona | WHO ..... Des Moines, Iowa | WSVA ..... Harrisonburg, Virginia |
| KVOL ..... Lafayette, La. | WIBA ..... Madison, Wisconsin | WSYR ..... Syracuse, New York |
| KVOO ..... Tulsa, Oklahoma | WINC ..... Winchester, Virginia | WTAC ..... Flint, Michigan |
| KWBW ..... Hutchinson, Kansas | WINR ..... Binghamton, New York | WTAM ..... Cleveland, Ohio |
| KWJB ..... Globe, Arizona | WIOD ..... Miami, Florida | WTAR ..... Norfolk, Virginia |
| KXLF ..... Butte, Montana | WIRE ..... Indianapolis, Indiana | WTBO ..... Cumberland, Maryland |
| KXLJ ..... Helena, Montana | WIS ..... Columbia, So. Carolina | WTIC ..... Hartford, Connecticut |
| KXLK ..... Great Falls, Montana | WISE ..... Asheville, North Carolina | WTMA ..... Charleston, So. Carolina |
| KXLL ..... Missoula, Montana | WJAC ..... Johnstown, Pennsylvania | WTMJ ..... Milwaukee, Wisconsin |
| KXLQ ..... Bozeman, Montana | WJAR ..... Providence, Rhode Island | WTRC ..... Elkhart, Indiana |
| KYCA ..... Prescott, Arizona | WJAX ..... Jacksonville, Florida | WTTM ..... Trenton, New Jersey |
| KYSM ..... Mankato, Minnesota | WJBF ..... Augusta, Georgia | WWJ ..... Detroit, Michigan |
| KYUM ..... Yuma, Arizona | WJBO ..... Baton Rouge, Louisiana | |

Today, th

N

# the voice of NBC

celebrates its 25th anniversary . . . a quarter of a century as the most influential selling voice in the country . . . a quarter of a century as the voice of the greatest names of this industrial era.

Today, NBC's great assemblage of the nation's top stations unite to form the world's largest advertising medium.

But the true measure of a network is not what it has done in the past but what it is doing today and what it will do in the future.

And by that standard, too, NBC is America's No. 1 Network. NBC today is producing some of the finest shows in radio history. And NBC pledges itself to serve the advertiser and the American public even better in the quarter-century ahead.

*America's No. 1 Network*

# NBC Radio Network

*A service of Radio Corporation of America*

It's the Silver Jubilee on NBC—
where People Sell Better than Paper!

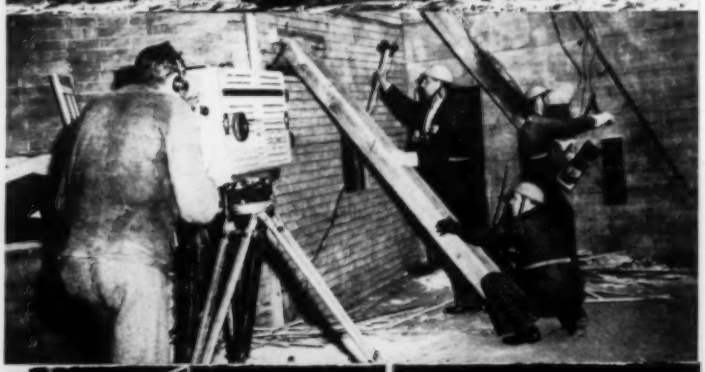
# NBC SPECIAL EVENTS

WORLD WAR II, and at 1st Army's news camp, outside St. Lo in 1944, NBC correspondents assembled for this picture between journeys to the front. L. to r.: Francis McCall, Wright Bryan, David Anderson, Tom Treanor (who was later killed by a land mine) and W. W. Chaplin

IN 1939, one of the biggest stories was the scuttling of the *Graf Spee* off Montevideo, Uruguay. A graphic, eyewitness account was broadcast by NBC's James Bowen, shown here (back turned) as he describes the ship's death throes in the distance before the Nazi vessel finally sank to the bottom in one of the more memorable naval episodes of World War II.

THE AIRSHIP *Hindenberg* burned at Lakeside, N. J., in 1937 with a death toll of 36. Here an unidentified NBC newsman takes his microphone and piggy-back transmitter to the scene to describe the charred wreckage.

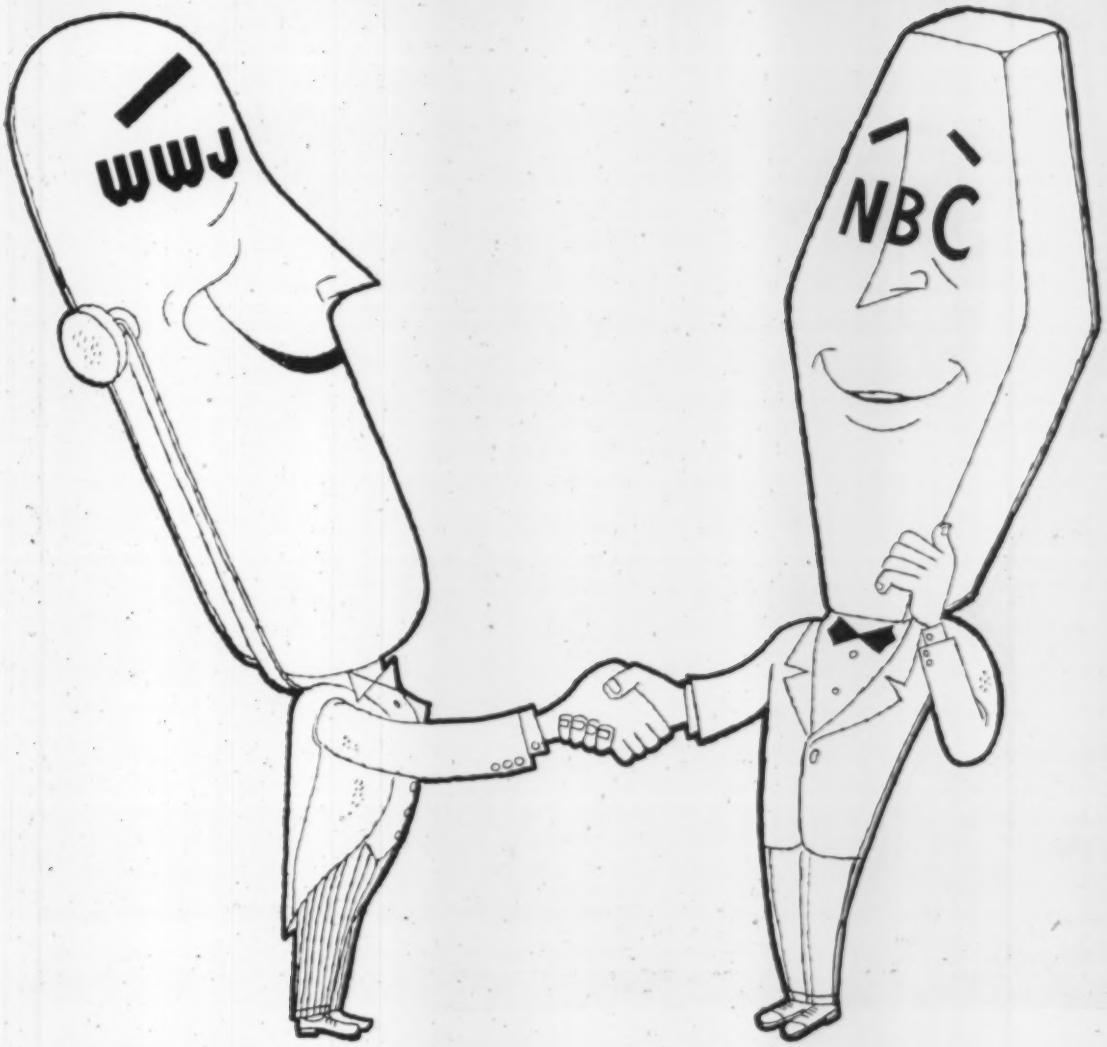
HOME FRONT in World War II and NBC-TV was used in training air raid wardens. Here the camera shoots a demonstration of rescue work as it was taught in the early stages of preparation.



A COUPLE of natty dressers at the National Golf Tournament, in Chicago, 1931, were the NBC sportscaster and his engineer who carried a pack transmitter to provide on the spot coverage of the golfers' efforts right on the fairway.

GEORGE HICKS, NBC commentator (r.) found himself in fastidious costume and even more fastidious company when he donned top hat, cutaway and a portable transmitter and joined forces with the impeccable Lucious Beebe (l.) to cover the 1936 Easter Parade in New York.

THE 1944 Democratic convention in Chicago was reported by Richard Harkness (with walkie-talkie in hand) and host of other NBC newsmen. Here Mr. Harness describes the demonstration of the delegates as the name of Franklin D. Roosevelt was again offered for nomination.




# *WWJ America's pioneer station salutes NBC on its silver jubilee*

**WWJ** . . . first commercial station in the nation, now in its 32nd year . . . is proud to have been a charter member of NBC.

**All of us** associated with radio, who cater to the listening audience, owe much to the pioneering instinct and aggressive programming of this great network. To NBC must go a great share of the credit for radio's phenominal success as a selling medium, and its accomplishments in the public interest as an entertainment, educational and informational medium.

**Together with NBC,** we look ahead to many more equally great years.

WWJ AM-FM
NBC affiliate for 25 years

FIRST IN DETROIT *Owned and Operated by* THE DETROIT NEWS

*National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY

*Associate Television Station WWJ-TV*

# 'SPOT NEWS . . . HOT NEWS'



SPEED and imagination — these ingredients are "the essence of making spot news hot news" for listeners and televiewers in the area of KSTP-AM-FM-TV Minneapolis-St. Paul these days.

These not unreasonable claims are cited by the stations' news department in a report on a recent news story involving the alleged peddling of dope to prisoners of the St. Cloud (Minn.) State Reformatory and possible abusive tactics by prison guards.

It is not enough that one be at the source of news "firstest with the mostest," KSTP concedes, and says there is "no secret formula" to which it attributes its claim for blanket news coverage.

Actually, it is the "simple deduction" of the management that to do a better than average job of covering events, you need a better than average news staff, the finest facilities and "enough help and authority" from top-level, the station reasons.

It is KSTP's proud boast that it brought the prison case into the public limelight with news coverage over a period of weeks. What followed were a series of investigations and the publication of KSTP copyrighted stories from coast to coast.

**AS MANY as 13 staff men and women have an active hand in preparing *Today's Headlines*, shown nightly on KSTP-TV Minneapolis-St. Paul. Shown in front of station's Telemobile unit are personnel responsible for daily output of TV news coverage. Group does not include TV floor cameramen, a sound man, audio operators or any regular TV personnel. Station schedules two video shows (6 p.m. and 10 p.m.) each day, as well as 11 radio newscasts, not including sports and weather reports. KSTP claims its *Today's Headlines* is "highest-rated multi-weekly show of any type in the Twin Cities."**

* * *

This "clean beat" actually was "all in a day's work," according to the stations' radio and TV news departments. There were others: A five-state manhunt for three men involved in the killing of a local policeman, exclusive TV sound-on-film testimony of a murder trial and on-the-spot reporting and sound pictures of plane crashes, fires, auto accidents, etc.

KSTP reports that its large radio-TV news staffs are augmented with scores of photographers and hundreds of string reporters. In the television bureau are movie and still photographers, lab assistants, dispatchers, morgue technicians and editors. It is not unusual, in fact, for as many as 16 persons to work on one story.

Proof of the pudding, KSTP says, is that viewers "are rocked back on their heels with the sight of news which has happened only an hour or so before." And sponsors have hopped into news programming in the hope that some listeners and viewers may be rocked their way.

The type of sponsors for newscasts is diversified, comprising the following: Weyand's Furniture Store, Nutrena Feeds, Twin City Federal Savings & Loan Assn., Juster Bros. Men's Apparel Store, local Ford dealers, International Nickel, General Electric Supply Corp. and Fanny Farmer Candy.

The St. Cloud story first arose last August with a tip that some interesting developments might take place in St. Paul's Federal Court. KSTP reporters and photographers were on hand to get an inmate's confession on the use of barbituates in the reformatory. Moments later, the station contacted the warden and obtained a recorded interview, used 20 minutes later. His denial of the charges prompted indignant calls from listeners and offers from inmates to collaborate the charges.

KSTP also probed the 1946 death of one prisoner, attributed to strangulation, in exploring the possibility of prison brutality cited by former inmates.

Through contact with NBC Hollywood, the station received permission to have the body disinterred there and also paid for an autopsy which showed the prisoner may have died from a skull fracture and not strangulation. KSTP reports it was the first TV station in the country to "break" the story which it copyrighted.

All told, the Twin Cities' outlet used 40 tape recordings, eye-witness interview type, and several hundred feet of film. Included were recordings and sound film shots of the doctors, the mother of the prisoner, stills of the dead youth and photostats of the death certificate and coroner's report.

## FOOD BUYING

### WOR Survey Issued

IMPORTANCE of Monday-through-Thursday as key shopping days for 19 grocery items was indicated by a food-purchase survey, the results of which were released Nov. 13 by Robert M. Hoffman, research director of WOR New York.

The early week segment is just as important as the traditional Friday and Saturday shopping days for the items studied during the week of April 2-7. Seven of the 19 products were bought more often during the early week than on Fridays and Saturdays and at least 40% of all weekly purchases for 16 of the items were made before Friday. Results were gathered by a Pulse check of 1,920 homes in 12 counties of metropolitan New York.

Quick consumption items—such as bread, fresh meat and fruits—were purchased mostly during the early part of the week, although the survey revealed a similar purchase rate for such products as crackers, canned goods and frozen foods. Tea, scouring powder, soaps and coffee were purchased more often on Fridays and Saturdays.

Friday proved to be the peak grocery-purchase day with some 73% of all families surveyed shopping on that day. Almost half shopped between 8 a.m. and 2 p.m., while slightly more than half were in stores between 2 and 6 p.m. Housewives proved to be the prime shoppers, doing 80% of the food buying on an average day.

# book reviews

**FREEDOM TO LISTEN. By Arno Huth. United Nations Economic and Social Council. Prepared for the Commission on Human Rights. 35 pages.**

LISTENER interest and participation in worldwide program operations should be "stimulated and encouraged" and a more constructive attitude toward the "consumer" should be adopted to ensure that radio conveys necessary information and programs.

These are two conclusions drawn by Dr. Arno Huth, consultant to the United Nations, in a paper posing problems related to radio programming reception, size and structure of the world audience and different methods of receiving information.

*Freedom to Listen* delves into the size and composition of this audience, individual and collective listening, and freedom and control of reception. Its purpose is to draw the attention of members of the Sub-Commission on Freedom of Information.

Practical measures "could advance the cause of freedom of information, and promote and improve the reception of international information," according to Dr. Huth. These may include development of facilities for audiences, reduction of license fees and other taxes in less developed countries, planning and production of specialized programs, and better promotion of international broadcasts, listener relations and audience research.

Among other suggestions outlined by Dr. Huth were these: (1) mass production of low-cost receivers; (2) special import licenses for radio-TV sets; (3) use of radio to teach people about the UN; (4) development of greater promotion to publicize programs abroad; (5) encouragement of listener participation as a means of creating audience appeal and interest.

**TV AND ELECTRONICS As A Career. Ira Kamen and Richard H. Dorf. John F. Rider Publisher Inc., 480 Canal St., New York 13. 326 pages. $4.95.**

THE AUTHORS have set out in this book to answer for all those interested, the question: "How can I (or my son, or my brother-in-law, or my uncle's chauffeur) get into the television and electronics industry?" They succeed in well-documented and detailed fashion.

They discuss what approach should be used in selecting TV or electronics as a career, employment prospects and how to prepare one's self for a career. Contributing authors help in special fields.

## PTA Protest

BECAUSE of their effect upon children, demonstrations of drinking and smoking in TV commercials are being protested by the First District, California Congress of Parents and Teachers. PTA board of directors, meeting in Los Angeles last week, authorized a letter to FCC and other authorities protesting that while the law protects children from buying drinks or "smokes," television makes both drinking and smoking attractive and dramatic to minors.

# NBC comes to Montana

## *Butte to Hear Inaugural Ceremony On KXLF*

## THIS CITY TO BE INCLUDED IN BIG CHAIN

### Thirty Microphones Will Be Used to Pick Up All Parts of Hoover's Inauguration Program

Radio station KXLF will be included in the NBC hookup for the inauguration ceremonies which will be held in Washington, D. C., Monday, March 4, according to an announcement made yesterday by E. B. Craney, manager of the local station.

Thirty microphones of the NBC will be located in the senate chambers and on the steps of the capitol and the inauguration speech of Herbert Hoover and Charles Curtis will be heard directly from the Butte station. The ceremonies will begin at 8 a. m., Butte time, and will last for three hours.

For the first time in the history of radio the senate chamber will be invaded when David Lawrence, national known political writer, will describe the ceremonies when the new senators will be sworn in.

The complete program of the broadcast will include, Hoover's inaugural address, President Coolidge's last address, vice president Dawes last speech, administration of the oath of office by Chief Justice Taft and the jostle of the crowd as the parade moves up Pennsylvania avenue will be heard by the radio fans of the city.

This is the first time that a radio station in Montana has been given the privilege of the NBC hookup and it will be the first time that such a ceremony has been generally heard in the city.

Montana Standard
March 3, 1929

## THOUSANDS IN STATE TO GET INAUGURATION

### Older Pupils in Schools Will Be Given a Half-Holiday Tomorrow for Great Educational Treat Over Radio

### LARGE EXPENSE ENTAILED

### "Radio Breakfasts" Will Be Numerous. Broadway Theater Donated and Sets Will Be Placed in Schools

Arrangements for enabling school children to hear the inaugural address were outstanding among these plans. Seventh and eighth grade pupils in the public schools, granted a half holiday for the purpose by the school board, will gather at the Broadway theater to listen to the ceremonies.

High school students will hear the eventful broadcast at the high school auditorium.

School board members agreed that listening to an event which will be recorded in history books will prove more instructive than would the classes missed.

The broadcast, direct from the steps of the capitol at Washington, will be heard in Butte between the hours of 9 a.m. and 11 p.m., a verified schedule received yesterday disclosed. In this time the addresses of Hoover, Curtis, Coolidge, Dawes and Taft will be given.

The entire ceremonies, including interspersed descriptive remarks by Graham McNamee, dean of radio announcers, and David Lawrence, president of the Consolidated Press and a political analyst—will be brought to radio station KXLF through the National Broadcasting Company chain.

This will be the first time that Butte and Montana resjdents will have been enabled to hear an inauguration ceremony without traveling the great distance to Washington. It also will be the only way possible in which persons in Montana can hear the momentous and distant happenings as it is virtually impossible for even the most sensitive receiving set to pick up in daytime a broadcast from any station outside the state.

Linking of KXLF with the NBC chain will bring the inauguration ceremonies, clearly and vividly, to all Butte and to all Montana. Not only will the proud owner of an expensive receiving set be enabled to hear the happenings in Washington, but the possessor of an inexpensive crystal set also will be equally served.

. . . and that is how NBC first came to Montana. Not a full 25 years but a goodly 23 years ago when NBC was very young indeed.

Since March 4, 1929, thousands of hours of entertainment, information, news and special events from all over the world have been brought to the people of Montana by NBC via the XL Stations of the Z Net. The people of the Nation have likewise heard from the people of Montana via NBC when programs have been originated by The XL Stations for NBC.

. . . Shortly after this initial NBC program KXLF became a regular affiliate of NBC and was soon joined by KXLJ—Helena, KXLQ—Bozeman, KXLK—Gt. Falls, KXLL—Missoula, to form Montana's own regional network the Z Net to bring a greater understanding of the problems of the day by the exchange of ideas of Montana people. This regional network connection of Montana's largest cities with reversable lines so programs could be originated from any city has made the Nation's third largest state a closer knit community. NBC programs from all over the world have brought to the people of Montana the knowledge of these peoples great importance to the World as producers of copper, grains, meat and other vital products.

*The* XL *Stations*

of the

Pacific Northwest

serve a larger segment of the rich Billion Dollar Pacific Northwest Market than any other single advertising medium.

*The* XL *Stations*

KXL PORTLAND • KXLY SPOKANE • KXLF BUTTE • KXLL MISSOULA • KXLJ HELENA • KXLK GREAT FALLS • KXLQ BOZEMAN

New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company

## Vice Presidents

*(Continued from page 66)*

charge of the RCA Victor record division, and in 1934 joined NBC as manager of its radio-recording unit. Brought many radio recording innovations including the NBC Thesaurus, syndicated programs and, in 1946, produced the first in a series of NBC documentary recordings, a 12-disc record album of excerpts from the speeches of Franklin D. Roosevelt. He left NBC in 1949. Now is vice president of Hudson & Manhattan Railroad, on leave for special government work in Washington.

Mr. Egner

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### SYDNEY H. EIGES

BORN and educated in Pennsylvania. Became interested in journalism in New Kensington high school and in senior year was editor of the school paper. Joined editorial staff of *Pitt News* at U. of Pittsburgh and in senior year was news editor of the *Pitt Weekly* and associate editor of *The Owl*, school yearbook. After graduation in 1930 joined INS as reporter in the Pittsburgh bureau and became subsequently manager of the Philadelphia bureau, the Harrisburg bureau and the Pittsburgh bureau. In 1939 transferred to INS in New York City as night editor and then cable editor, in which capacity wrote and supervised much of the outgoing and incoming cable reports during early years of World War II. Joined NBC as a staff writer in the press department in 1941. Subsequently became assistant manager (1943), manager of the department in 1945 and was named a vice president in 1947.

Mr. Eiges

* * *

### JOHN W. ELWOOD

BORN in New York and educated at Amherst and Harvard. In 1917 became assistant to the vice president of the General Electric Co. and helped to create RCA, becoming its secretary in 1922. In 1923 went to San Francisco as vice president and general manager of the Federal Telegraph Co. of Delaware, an RCA subsidiary. Returned to New York in 1927 as assistant to the president of NBC. Became a vice president in 1930 and worked with company until 1934. Then served as secretary of the executive committee of the Will Rogers Memorial Commission and an officer of the Institute of Public Relations. Returned to NBC in 1941 as manager of the NBC international short-wave division and in 1942 was appointed manager of NBC's owned and operated station KNBC San Francisco. He retired from NBC in 1950, when it was announced he would continue to serve the company as a consultant. He now has his own public relations firm and heads Radio Free Asia.

Mr. Elwood

* * *

### GEORGE ENGLES

BORN and educated in New York. Began career in 1905 as secretary to F. F. Proctor, vaudeville pioneer, and a year later assistant to Philip Mindil, general press representative for the Proctor theatres. Became secretary to Martin Beck in 1907 and treasurer of Proctor's 58th Street in 1908. From 1909 to 1917 was secretary to Walter Damrosch and then until 1928 was manager of the New York Symphony Orchestra. Joined NBC in 1928 as managing director of NBC Artists Service. Became a vice president in 1929 until separated from the company in 1942. He now is retired.

Mr. Engles

* * *

### GEORGE E. FREY

BORN and educated in New Jersey. Joined WEAF (later to become WNBC, NBC key station in New York) in 1924 when it was operated by AT&T. When the station was purchased by RCA, parent company of NBC, in 1926, he joined the new ownership in engineering and promotion capacities. In 1929 he became an NBC salesman, sales service manager in 1940, manager of eastern sales in 1946 and, in 1949, when the television network operations were separated from radio network operations, he became director of sales for television. Promoted to NBC vice president in 1951.

Mr. Frey

* * *

### JAMES M. GAINES

JOINED NBC in 1942 in the stations department after serving for four years as personal representative for the late Major Bowes. Before that he was associated with the Automobile Merchants Assn., the Hearn and Bamberger Stores and the International Business Machines Corp. In 1944 became assistant advertising and promotion director for NBC until 1945 when named manager of the Planning and Development Dept. Appointed manager of WEAF (now WNBC) in 1946 when that station was established as a separate operating entity by NBC. Promoted to the post of director of the owned and operated stations in 1947 and was elevated to an NBC vice presidency in 1950.

Mr. Gaines

* * *

### DON E. GILMAN

BORN in Indiana. While still in high school interested in printing and later became "printer's devil" on *Indianapolis Sentinel*. Became superintendent of the plant before he left for West Coast. Worked on various Pacific Coast papers and studied electrical engineering. Became superintendent of several Scripps - McRae publications before turning to advertising. In a few years became outstanding personality among Pacific Coast advertising procession and held several advertising associations including president of the Pacific Coast Advertising Clubs Association and vice president of the Associated Advertising Clubs of the World. In 1914, as chairman of the Vigilance Committee of the Los Angeles Club he secured the introduction and passage of the *Printer's Ink* Honest Advertising Statute in the California legislature. He also has been identified with the Better Business Bureau. Came to radio in 1927 as manager of the Pacific Division of NBC. Promoted to vice president in 1929. Included as one of the 12 "greatest Californians" chosen by leading newspapers and universities for the 1930 Roll of Honor. He now is executive with Petroleum Assn. of California.

Mr. Gilman

* * *

### CHARLES P. HAMMOND

EDUCATED at Cornell U. Began career on old *Literary Digest* and then became reporter for the *New York World* and the *New York Post*. Worked as manager of the Advertising Bureau of the American Newspaper Publishers Assn., before going to NBC in 1943 in the advertising and promotion department of which he became director in 1944. In 1947 was named assistant to the NBC executive vice president and later in the year was named a vice president. Died in 1950.

Mr. Hammond

* * *

### O. B. HANSON

BORN in England. Educated there and in Connecticut where family moved when he was a year old. Interested in architecture, but father's financial reverses led him to work in Hartford factory during day and to study electricity, drafting and automotive engineering at night. Built a "ham" radio station and then got job with Marconi Co. of America after studying at their school. Served as wireless engineer during World War I and then worked at Marconi plant at Aldene, N. J., and within six months was chief testing engineer. Opened his own electrical business in 1921 and then worked for a Newark radio station where he designed a microphone that attracted the attention of the larger stations and he was employed by station WEAF (now WNBC) as a staff engineer and later became plant manager. He continued in that capacity when NBC was formed in 1926. Several years later he was named chief engineer and in 1938 was elevated to vice president. His activities and contributions to the field of television since 1928 are too numerous, widespread and impressive to accurately list.

Mr. Hanson

* * *

### WILLIAM S. HEDGES

BORN in Illinois and educated in Colorado and Illinois. Attended U. of Chicago in 1914 and wrote campus news for the *Chicago Daily News*. Left college to enlist in Air Service and served in World War I. Returned to *News* as a reporter in 1918 and in 1922 assisted in establishing the paper's radio station, later called WMAQ. Elected president of the NAB in 1928 and 1929. Served as chairman of the Executive Committee and director in 1930 and as a director 1931-32. Author of the industry plan adopted by NAB, RMA and FRTA for compliance with the Davis Amendment to the Radio Act. Became president of WMAQ and continued as its manager when purchased by NBC in 1931. In 1933 became manager of KDKA and in 1934 was transferred to NBC in New York as manager of owned and operated stations. Left NBC in 1937 to become manager of WLW and WSAI Cincinnati and vice president of the Crosley Radio Corp. Returned to NBC late in

Mr. Hedges

*(Continued on page 86)*

**NBC Silver Jubilee**

**Q: What is the largest city in the entire Southeast United States?**

**A: MEMPHIS***

*Excluding New Orleans

**Q: What city leads the nation in wholesale sales per establishment?**

**A: MEMPHIS**

Ranking first in volume of wholesale sales per establishment, Memphis' sales stands at 3½ times that of the national average . . . with a total wholesale volume establishing Memphis as the wholesale capital of the South and 13th wholesale market in the nation.

**Q: What Southern city is a TWO BILLION DOLLAR Market?**

**A: MEMPHIS**

Based on Sales Management's 1951 Survey of Buying Power, the Memphis and Mid-South regions, served by WMC-WMCF, represent TWO BILLION DOLLARS in retail buying power. This buying power represents a 222% increase in the past 10 years — **TWICE THE NATIONAL RATE OF INCREASE.**

**Q: What advertising medium serves the Memphis and Mid-South Market?**

**A: WMC-WMCF***

WMC-WMCF, since 1923, has consistently scheduled programs of information and entertainment specifically designed for the listening of this vast audience—top NBC shows, the pick of national spot and local shows—all make WMC-WMCF the best buy in the Memphis and Mid-South Market.

* **WMC** NBC — 5000 WATTS — 790

**MEMPHIS** National Representatives, The Branham Company

**WMCF** 260 KW Simultaneously Duplicating AM Schedule

**WMCT** First TV Station in Memphis and the Mid-South

***Owned and Operated by The Commercial Appeal***

## Vice Presidents

*(Continued from page 84)*

1937 as vice president in charge of station relations and traffic. Now holds title as vice president in charge of integrated services.

* * *

### JOSEPH V. HEFFERNAN

BORN in Indiana, graduated from St. Louis U., received Bachelor of Laws degree at Indiana U. and was awarded a fellowship for graduate work in law at Columbia U. where he received his LL.M. in 1935. Employed by RCA that year and associated with that company for next 16 years becoming assistant general counsel in 1940 and vice president and general attorney in 1945. Is a member of the board of directors of RCA Communications Inc. and the RCA Institutes Inc. and a veteran of World War II. Left position with RCA when appointed financial vice president of NBC in 1951.

Mr. Heffernan

**NBC Silver Jubilee**

### JOHN K. HERBERT

BORN in Massachusetts, educated at Holy Cross College and a World War II veteran. Associated with Socony Vacuum Oil Corp. for a number of years and later worked as a cotton broker. Joined *Esquire* in 1932 and six years later became associated with Hearst Magazines Inc. Represented that organization on the Periodical Publishers Assn., the Magazine Advertising Bureau, the Advertising Council and the National Assn. of Magazine Publishers. Left post of vice president and general advertising manager of Hearst Magazines Inc. after a career of 12 years to join NBC in September 1950 as assistant to the president. That year was appointed general sales manager for the radio network and early in 1951 was elected vice president.

Mr. Herbert

* * *

### EDGAR KOBAK

BORN in Illinois, educated in Georgia and Illinois. Between high school and college worked for a Georgia railway and electric company during which time he also wrote articles for technical journals. Leaving college in junior year, he returned to power company. Combined that job with sale of subscriptions of *Electrical World*, a McGraw-Hill publication. In 1916 McGraw-Hill assigned him all of the southern states and Cuba as a sales territory. In 1924 he became vice president, sales manager and a director of the publishing house in New York City, where he was instrumental in starting two new magazines — *Electronics* and *Radio Retailing*. Went to NBC in 1934 as vice president in charge of sales. Left company in 1936 for vice president post with advertising agency leaving it in 1940 when he returned to NBC as vice president in charge of sales for Blue Network, then part of NBC. Became executive vice president and a director of the Blue Network when it was separated from NBC. In 1944 became president of MBS. He now is owner of WTWA Thomson, Ga., a management consultant and board chairman of Broadcast Advertising Bureau.

Mr. Kobak

* * *

### HARRY C. KOPF

BORN and educated in Illinois. After graduation from U. of Illinois in 1925 worked for the Hearst organization's advertising and sales department in Chicago until 1927, when he joined the A. W. Shaw Publishing Co. as Middle West representative of *System* magazine. Two years later he became a member of the *Literary Digest* staff. Joined NBC in 1931 as a salesman of the Central Division staff in Chicago. Appointed sales manager of the division in January 1939 and then manager of the Central Division. Elected a vice president of the company in October 1941. Now vice president for Central Division.

Mr. Kopf

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### JOHN H. MacDONALD

NATIVE of Brunswick, Me. Joined NBC in 1936 as head of the cost accounting dept., serving thereafter as budget officer, business manager, assistant to the vice president and general manager. Elected vice president in 1942. Member of the Controllers Institute of America since 1932, named president of the organization in 1946. Served from 1939-42 on the national board of directors and served five years on the Advisory Council of the Institute. Also was chairman of the National Executive Committee for 1941-42 and had served as chairman of the National Committee on Education for the 1937-41 terms. He was also active in the local group, having been a member of its Advisory Council through the 1945 term and president of the New York Control during 1938-39. Left NBC last summer to become assistant to Ben Tobin, real estate owner and banker, Hollywood, Fla. Mr. Tobin is one of three who acquired Empire State Bldg. earlier this year.

Mr. MacDonald

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### GEORGE F. McCLELLAND

KNOWN as the man who "invented" the commercial radio program, when at the age of 28 as manager of radio station WEAF (now WNBC) "he suggested the formation of entertainment units to be named and sponsored by nationally advertised products—an idea that proved to be the foundation stone of American broadcasting today" [BROADCASTING, Nov. 1, 1934]. In 1926 when NBC was formed he became its vice president and general manager, then as first vice president, assistant to the president and vice president in charge of sales. Resigned from NBC October 1933 to form a new network. Died Oct. 12, 1934, at age of 39.

Mr. McClelland

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### GUSTAV B. MARGRAF

BORN in Missouri. Graduated from Southeast Missouri State Teachers College in 1936 and from Duke U. Law School, Durham, N. C., in 1939. In that year became associated with the law firm of Cahill, Gordon, Zachry & Reindel in New York City and in 1942 was placed in charge of its Washington, D.C., office, where he served as legal representative of NBC, representing the company at many important hearings before the FCC and other governmental bodies in Washington. Elected vice president and general attorney of NBC in 1948.

Mr. Margraf

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### EDWARD D. MADDEN

ASSISTANT manager of the American Hard Rubber Co.'s Chicago office at the age of 20, Ed Madden quit after six years to build up the direct mail advertising division of the Reuben H. Donnelly Corp., then in formation. Seven years later he moved into the sales promotion division of the Ketterlinus Lithographic Mfg. Co. as a vice president. In 1934, he joined McCann-Erickson as account executive and got his first taste of radio, staying with the agency for 12 years and building up to vice president and director. In 1946 he was selected to head the American Newspaper Advertising Network and became executive vice president and director of the ANAN before it was discontinued. He joined NBC in February 1950 as assistant to the president of the network, was made vice president in charge of TV operations and sales later that year.

Mr. Madden

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### FRANK E. MASON

BORN in Wisconsin, educated in Ohio and World War I veteran. Freelanced for Columbus newspapers and acted as editor of the *Lantern* while attending Ohio State U. After graduation became assistant editor of the *American Boy* which he later gave up for war service. At end of war continued with Army and served as chief censor in occupied area of Germany; as a military observer in Berlin; assistant military attache at the American Legation at The Hague, and as acting military attache at the Embassy in Berlin. Resigned from Army in 1920 and became Berlin correspondent for INS. Served as INS bureau head in London and Paris and covered big stories all over Europe until 1927 when returned to U. S. as business manager for INS and in same year was made general manager and then president. Resigned in 1931 to become vice president at NBC where he organized the international division and reorganized the press department, station relations department and artists' service. Left NBC in 1945. Now operates own public relations firm at 270 Park Ave., New York. He also is publisher of Leesburg (Va.) *Loudon News*.

Mr. Mason

* * *

### CLARENCE L. MENSER

BORN in Indiana, educated at Heidelberg College, Ohio, and U. of Michigan, became teacher and progressed to professor of speech at Knox College, Ill. Spent summers acting and directing stock. Joined NBC in 1929 as dramatic director and introduced many innovations and original program ideas to radio. Organized production department

Mr. Menser

*(Continued on page 88)*

# *Congratulations to*

# NATIONAL BROADCASTING CO.

*ON ITS*

# SILVER JUBILEE

## THE NUMBER *ONE* IN THE LONE STAR STATE

**WBAP**
***A PIONEER NBC AFFILIATE FOR TWENTY-FIVE HAPPY YEARS***

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922

**WBAP** AM-FM-TV
570 - 820
Channel 5

**AMON CARTER, PRESIDENT**

## Vice Presidents

*(Continued from page 86)*

in Chicago where he became program manager until 1939 when he left NBC to manage advertising agency. Returned to NBC in 1940 and became vice president in charge of programs in 1942 until he resigned in 1947 when he became owner of a local Florida radio station, WJBS DeLand. He now is manager of WJBS, which he gave to John B. Stetson U.

* * *

### ALFRED H. MORTON

A CHICAGOAN by birth, Mr. Morton began his business career with General Electric Co. in 1919 after service in World War I. In March 1921 he left GE to become manager of the Washington office of RCA; he supervised construction of WRC there. He returned to New York in 1923 to become commercial manager of RCA Communications. His next move was to Paris in 1929 as European manager for RCA. Back to the U. S. in 1934, he went to NBC as manager of the Program Dept. and on Jan. 1, 1937, was named manager of network's managed and operated stations. He was made an NBC vice president in November 1938. He headed up the network's TV activities in May 1939, left in December 1941 to form the National Concert and Artists Corp. with three other NBC executives: D. S. Tuthill, O. O. Bottorf and Marks Levine. He now is president of TV Productions, package firm.

Mr. Morton

**NBC Silver Jubilee**

* * *

### FRANK E. MULLEN

A NATIVE of Kansas, Frank Mullen's Iowa education was interrupted by his World War I service. Following graduation in 1922, he went to work as farm news editor of *Sioux City Journal*, became radio editor of *Stockman & Farmer*, a Pittsburgh paper, in 1923. Part of job was producing radio programs for farmers over KDKA. He pioneered first comercial programs on KDKA, joined NBC in 1926, was sent to Chicago to open network offices there in 1927. Originated and produced *National Farm and Home Hour* that year. In 1934, Mr. Mullen was appointed by David Sarnoff, then president of RCA, to organize a department of information for the company and he was elected a vice president of RCA in 1939. On Aug. 2, 1940, he was made vice president and general manager of NBC, and in 1946 was elected executive vice president. He resigned July 1, 1948, to become associated with George A. (Dick) Richards as president of WJR Detroit, WGAR Cleveland and KMPC Hollywood. He now is consultant on TV management problems to *Los Angeles Times* and *New York News*.

Mr. Mullen

* * *

### VICTOR T. NORTON

BORN in Ridgway, Pa., Vic Norton's first position was in 1927 as salesman for the Jewel Tea Co., Barrington, Ill., where he advanced to assistant to the president, then left in 1938 to join Cudahy Packing Co., Chicago. He held offices of general sales manager and vice president in charge of sales and merchandising, later was placed in charge of manufacture and distribution of dairy and poultry products, the Cudahy packing house, public relations and research. He joined Kenyon & Eckhardt in 1945 as merchandising consultant in New York., later was named vice president and director of agency's Chicago office. He subsequently returned to New York as member of K&E's plans board. He went to American Home Foods in 1947 as executive vice president, became president later that year. Went to NBC as vice president for administration Jan. 12, 1950.

Mr. Norton

* * *

### RICHARD C. PATTERSON JR.

BORN in Omaha, Neb., Mr. Patterson was a businessman who several times in his career left high posts in private enterprise to take administrative office. He served with Pershing in Mexico in 1916, was later secretary of New York City Fire Dept., saw overseas duty in World War I, also acted as administrative officer of American Commission to Negotiate Peace in 1918. In 1920 he was assistant to president of J. G. White Engineering Corp., also served as duPont engineer before spending five years in business and mining in China. Appointed New York City Commissioner of Parole Board and Commissioner of Correction in 1927, he resigned in 1932 to join NBC as executive vice president, a post he held until 1936. In 1938-39, Mr. Patterson was an assistant secretary in the Dept. of Commerce and later in 1939 became board chairman of Radio - Keith - Orpheum. Loaned to the Treasury Dept. by that organization in 1941, he resigned in 1943, was appointed ambassador to the Yugoslav government-in-exile in London in 1944 and was re-confirmed as ambassador to the Tito regime in 1946. He now is U.S. minister to Switzerland.

Mr. Patterson

* * *

### DAVID ROSENBLUM

A GRADUATE of Harvard, class of 1908, David Rosenblum was a founder and vice president of Alexander Hamilton Institute, which he left in 1915 to organize Business Trading Corp. After Tradeways, a BTC unit of which he was vice president, had completed a two-year survey of NBC sales, compensation and organization details, Mr. Rosenblum was elected an NBC vice president on Sept. 22, 1934, subsequently becoming treasurer of the network as well. He was largely responsible for the "yardstick" method of station compensation adopted by NBC. On Jan. 1, 1937, when Mr. Rosenblum resigned from NBC, Mark Woods succeeded him as treasurer. Mr. Rosenblum died in early 1940s.

Mr. Rosenblum

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### JOHN FRANCIS ROYAL

BOSTON-born and an ace reporter and assistant city editor of the *Boston Post*, Mr. Royal covered outstanding sports and show business events before joining B. F. Keith as a press agent. His various promotions included managing the Cleveland Hippodrome. This led to his appointment by NBC in 1929 as manager of WTAM in that city. A year later he was named vice president in charge of programs for the network. In turn, his vice president status included supervision of new activities and developments and television. He retired this year, but remains a special consultant to the network.

Mr. Royal

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### FRANK M. RUSSELL

BORN and educated in Iowa and a vet of World War I, "Scoop" Russell worked on farm journals and the *Omaha Bee* before joining the U. S. Department of Agriculture and launching the department's radio news service—the first in any government bureau. In 1929, he was named NBC's Washington vice president, a position he still holds.

Mr. Russell

### ROBERT W. SARNOFF

SON of the board chairman of RCA, Robert Sarnoff graduated from Harvard College, worked in Office of Coordinator of Information (Gen. William Donavan) in Washington, D. C., before serving 3½ years as lieutenant in U. S. Navy during World War II. Postwar, worked in executive capacity on Des Moines *Register and Tribune*, then joined staff of *Look* magazine as assistant to the publisher. Went to NBC as account executive on television network sales staff in Jan. 1948, was subsequently named assistant to national TV program director, then production manager for NBC TV Network, later manager of TV program sales and on Jan. 22, 1951, was named director of NBC unit productions. Was elected vice president June 6, 1951.

Mr. Sarnoff

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### IRVING E. SHOWERMAN

A NATIVE of Port Huron, Mich., Mr. Showerman served in World War I, graduated from U. of Illinois in 1923. He went to NBC in 1928 as member of Chicago sales staff after five years of newspaper and advertising experience. Named sales manager of network's Central Division in 1930, six years later he was transferred to New York as assistant eastern sales manager, then became eastern sales manager in 1940. April 1, 1946, he was elevated to post of manager of NBC Central Division, was made vice president Aug. 1, 1947. Mr. Showerman left NBC June 1, 1950. He now is director of television sales for Free & Peters.

Mr. Showerman

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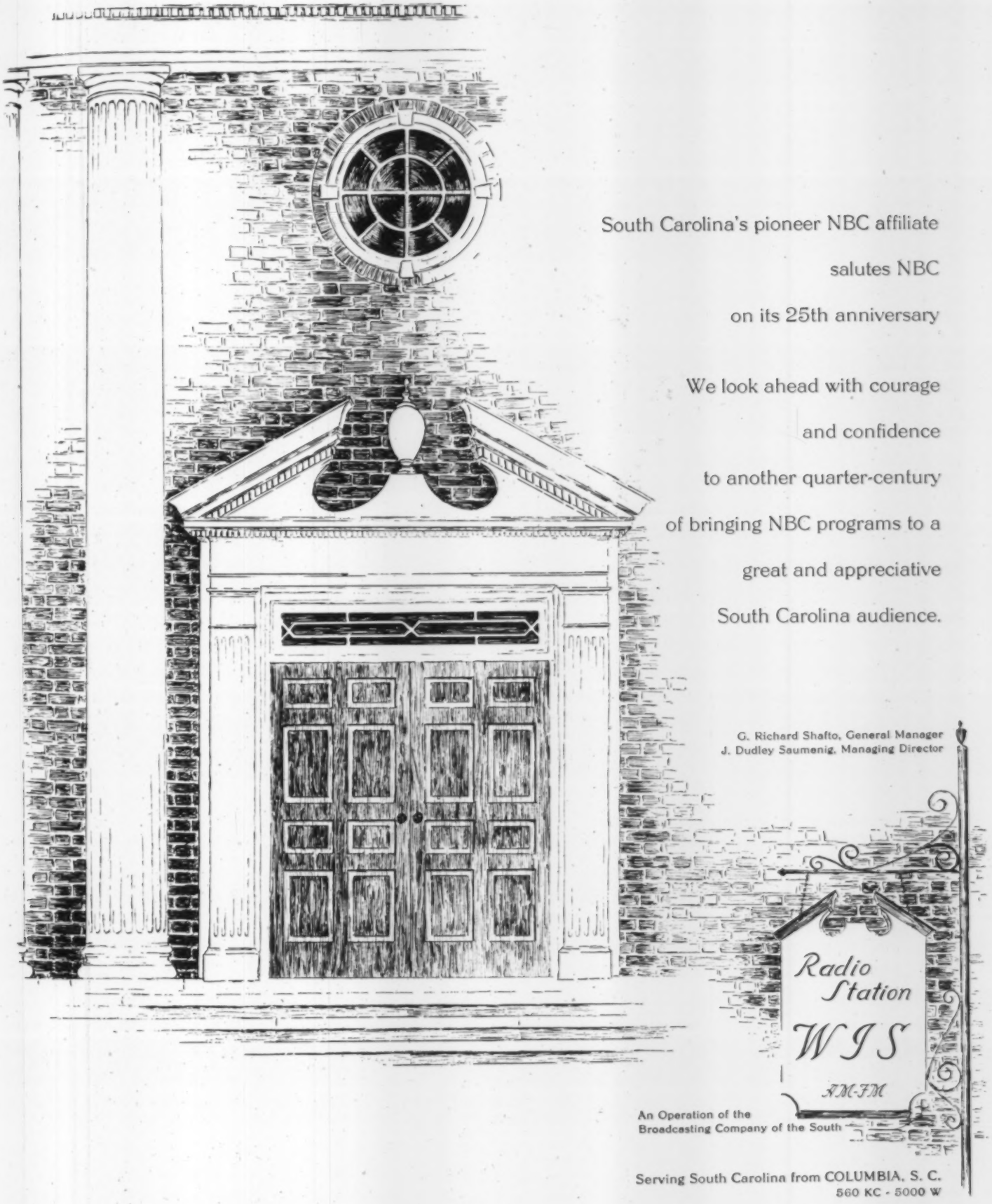
### CARLETON D. SMITH

IOWA-BORN and educated in the Nation's Capital, Mr. Smith began his radio career as part-time announcer at WDBJ in Roanoke, Va., went on as full time announcer at WRC Washington for two years, then become NBC Presidential announcer. Served as assistant manager, WMAL and WRC, before becoming general manager in 1942 of WRC, and subsequently WRC-FM and WNBW, a post he held till 1948 when he was named NBC director of TV Operations. Elected NBC vice presidnt in charge of station relations on Nov. 3, 1950.

*(Continued on page 104)*

Mr. Smith




South Carolina's pioneer NBC affiliate

salutes NBC

on its 25th anniversary

We look ahead with courage

and confidence

to another quarter-century

of bringing NBC programs to a

great and appreciative

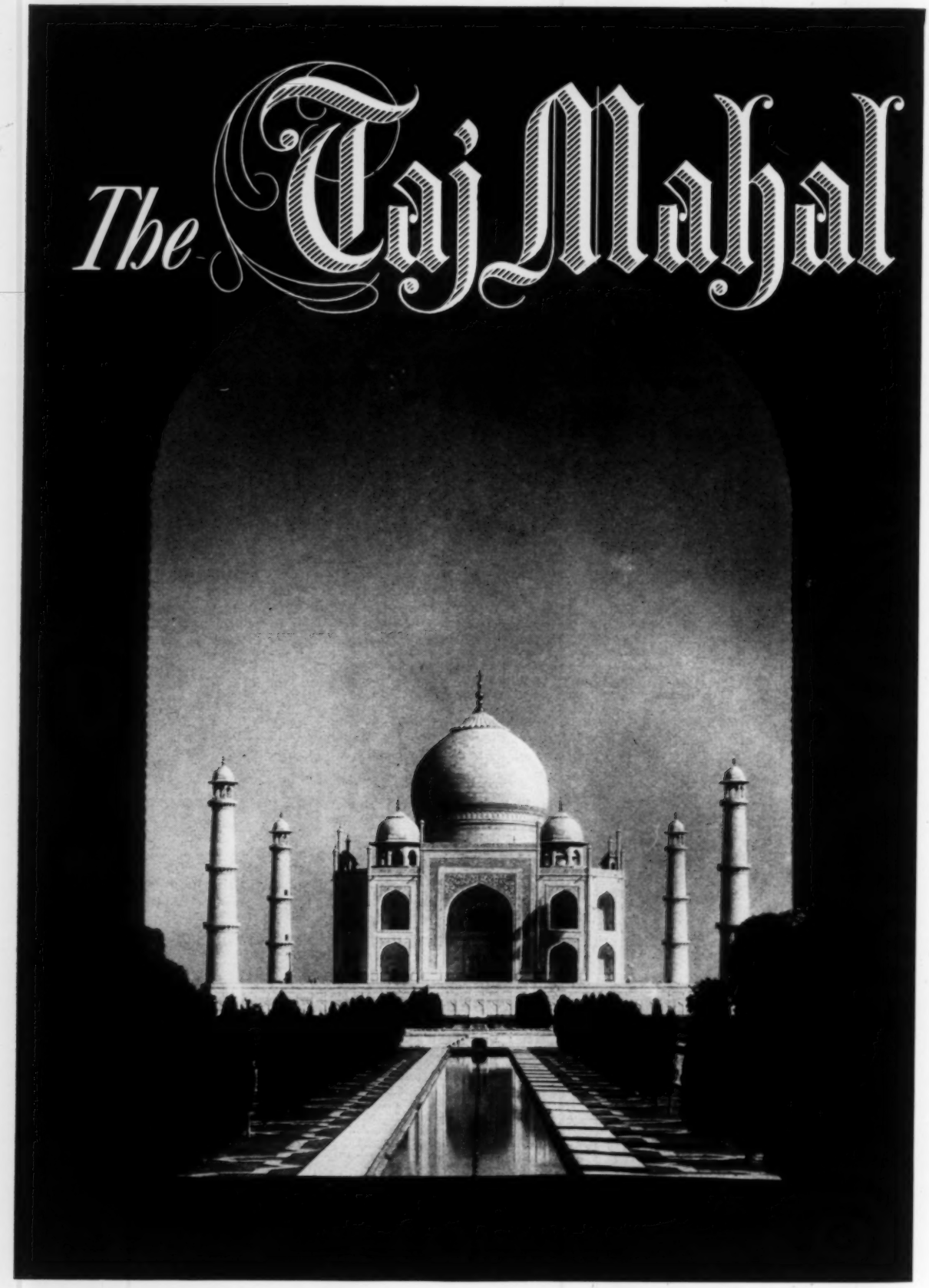
South Carolina audience.

G. Richard Shafto, General Manager
J. Dudley Saumenig, Managing Director

An Operation of the
Broadcasting Company of the South

Serving South Carolina from COLUMBIA, S. C.
560 KC - 5000 W

# The Taj Mahal



# . . . a name to remember

Considered one of the world's most beautiful buildings, the Taj Mahal represents a standard of excellence in architecture unsurpassed for more than three centuries. Built entirely of white alabaster by an Indian ruler to symbolize the beauty and purity of his wife, the Taj Mahal is remembered by all who view its magnificence and breath-taking splendor.

Acknowledged as a leader in the broadcasting industry for nearly twenty-five years, FORT INDUSTRY, in each of the busy markets where its stations are located, represents the finest in high-caliber programming and spirited public service. The name FORT INDUSTRY is remembered by successful advertisers as first choice for sales results.

## THE FORT INDUSTRY COMPANY

**WSPD**, Toledo, O. • **WWVA**, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va. • **WAGA**, Atlanta, Ga.
**WGBS**, Miami, Fla. • **WJBK**, Detroit, Mich. • **WSAI**, Cincinnati, O.
**WSPD-TV**, Toledo, O. • **WJBK-TV**, Detroit, Mich. • **WAGA-TV**, Atlanta, Ga. • **KEYL-TV**, San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:
488 Madison Ave., New York 22, ELdorado 5-2455 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

# *Announcing the*

# National Broadcasting Company, Inc.

## *National radio broadcasting* with better programs permanently assured by this important action of the *Radio Corporation of America* in the interest of the listening public

THE RADIO CORPORATION OF AMERICA is the largest distributor of radio receiving sets in the world. It handles the entire output in this field of the Westinghouse and General Electric factories.

It does not say this boastfully. It does not say it with apology. It says it for the purpose of making clear the fact that it is more largely interested, more selfishly interested, if you please, in the best possible broadcasting in the United States than anyone else.

### *Radio for 26,000,000 Homes*

*The market for receiving sets in the future will be determined largely by the quantity and quality of the programs broadcast.*

We say quantity because they must be diversified enough so that some of them will appeal to all possible listeners.

We say quality because each program must be the best of its kind. If that ideal were to be reached, no home in the United States could afford to be without a radio receiving set.

Today the best available statistics indicate that 5,000,000 homes are equipped, and 21,000,000 homes remain to be supplied.

*Radio receiving sets of the best reproductive quality should be made available for all, and we hope to make them cheap enough so that all may buy.*

The day has gone by when the radio receiving set is a plaything. It must now be an instrument of service.

### *WEAF Purchased for $1,000,000*

The Radio Corporation of America, therefore, is interested, just as the public is, in having the most adequate programs broadcast. It is interested, as the public is, in having them comprehensive and free from discrimination.

Any use of radio transmission which causes the public to feel that the quality of the programs is not the highest, that the use of radio is not the broadest and best use in the public interest, that it is used for political advantage or selfish power, will be detrimental to the public interest in radio, and therefore to the Radio Corporation of America.

To insure, therefore, the development of this great service, the Radio Corporation of America has purchased for one million dollars station WEAF from the American Telephone and Telegraph Company, that company having decided to retire from the broadcasting business.

The Radio Corporation of America will assume active control of that station on November 15.

### *National Broadcasting Company Organized*

The Radio Corporation of America has decided to incorporate that station, which has achieved such a deservedly high reputation for the quality and character of its programs, under the name of the National Broadcasting Company, Inc.

### *The Purpose of the New Company*

*The purpose of that company will be to provide the best program available for broadcasting in the United States.*

The National Broadcasting Company will not only broadcast these programs through station WEAF, but it will make them available to other broadcasting stations throughout the country so far as it may be practicable to do so, and they may desire to take them.

*It is hoped that arrangements may be made so that every event of national importance may be broadcast widely throughout the United States.*

### *No Monopoly of the Air*

The Radio Corporation of America is not in any sense seeking a monopoly of the air. That would be a liability rather than an asset. It is seeking, however, to provide machinery which will insure a national distribution of national programs, and a wider distribution of programs of the highest quality.

*If others will engage in this business the Radio Corporation of America will welcome their action, whether it be cooperative or competitive.*

If other radio manufacturing companies, competitors of the Radio Corporation of America, wish to use the facilities of the National Broadcasting Company for the purpose of making known to the public their receiving sets, they may do so on the same terms as accorded to other clients.

The necessity of providing adequate broadcasting is apparent. The problem of finding the best means of doing it is yet experimental. The Radio Corporation of America is making this experiment in the interest of the art and the furtherance of the industry.

### *A Public Advisory Council*

In order that the National Broadcasting Company may be advised as to the best type of program, that discrimination may be avoided, that the public may be assured that the broadcasting is being done in the fairest and best way, always allowing for human frailties and human performance, it has created an Advisory Council, composed of twelve members, to be chosen as representative of various shades of public opinion, which will from time to time give it the benefit of their judgment and suggestion. The members of this Council will be announced as soon as their acceptance shall have been obtained.

### *M. H. Aylesworth to be President*

The President of the new National Broadcasting Company will be M. H. Aylesworth, for many years Managing Director of the National Electric Light Association. He will perform the executive and administrative duties of the corporation.

Mr. Aylesworth, while not hitherto identified with the radio industry or broadcasting, has had public experience as Chairman of the Colorado Public Utilities Commission, and, through his work with the association which represents the electrical industry, has a broad understanding of the technical problems which measure the pace of broadcasting.

One of his major responsibilities will be to see that the operations of the National Broadcasting Company reflect enlightened public opinion, which expresses itself so promptly the morning after any error of taste or judgment or departure from fair play.

*We have no hesitation in recommending the National Broadcasting Company to the people of the United States.*

*It will need the help of all listeners. It will make mistakes. If the public will make known its views to the officials of the company from time to time, we are confident that the new broadcasting company will be an instrument of great public service.*

## RADIO CORPORATION OF AMERICA

**OWEN D. YOUNG, *Chairman of the Board*** **JAMES G. HARBORD, *President***

**THIS was the newspaper advertisement that announced the inauguration of the National Broadcasting Co. network. It ran in the *New York Times* of September 14, 1926.**

* * *

## NBC 25 Years Old

*(Continued from page 61)*

Washington, where he served as director of one of the agency's three legal sections until NRA was dissolved in 1935.

Following this, Mr. McConnell became associated with the law firm of Cotton, Franklin, Wright & Gordon (now Cahill, Gordon, Zachry & Reindel) in New York. Here he specialized in legal phases of government regulation of corporations. It was with this firm that he began his association with NBC's parent organization, RCA, when his services were assigned largely to the RCA Mfg. Co.

In 1941 Mr. McConnell joined the legal department of the RCA Mfg. Co., now the RCA Victor Division. Within a year, in 1942, he became general counsel of that organization and three years later he was elected its vice president and general attorney.

From April 1947 to January 1949 he served the division as vice president in charge of law and finance. He then became vice president in charge of finance for RCA, the parent company, and in July 1949 he was elected executive vice president of RCA. It was this post he left to assume the presidency of NBC.

Here, under his direction, plans for the reorganization and enlargement of NBC in all spheres of operation were blueprinted and executed in the autumn of that year, and the company embarked on a vast program of expansion in the operation of both its radio and television networks and the individual radio and television stations which it owns.

In the execution of that program, the NBC executive and administrative corps was enlarged with outstanding executives from the advertising and programming fields. The entire organization was realigned into three major components—one for the radio network, one for the television network, and one for the six radio and five TV stations which NBC owns.

This reorganization made it possible for each of the three major units to advance on its own and make the most of new opportunities, all under top management coordination.

In the radio network, new techniques were evolved to expand this medium along the realistic lines demanded by the impact of television.

In the television network, expansion and advance took place at an unprecedented tempo with the addition of new affiliated stations, with new studio, programming and production facilities and with scores of new employes.

The year 1950 was a big one for NBC-TV in every sense—a year of big studios, big advertisers, big programs. It was the year when, boldly pioneering in new directions, Mr. McConnell issued the order which launched the Saturday night *Show of Shows* program, TV's most lavish and costly production to date. And it was the year when the launching of other new shows, like the *Comedy Hour* and *Four Star Revue*, contributed to raising the network's audience to an all-time high.

It was a year, also, for the introduction of completely new concepts of television programming. The rotation of stars, as on the *Comedy Hour* and *Four Star Revue;* big-name afternoon "draws" like Kate Smith and participating advertisers—all of these were innovations which, by the end of the year, had helped to place NBC in the forefront of all other networks in dollar time sales, number of sponsors, sponsored hours, station facilities and highest-rated network shows.

No account of NBC's recent history would be complete without

*(Continued on page 102)*

A leopard
doesn't change
its spots...
but smart time buyers do!
When an independent station like WNHC goes NBC and delivers an important market like New Haven* then it's time for many a time buyer to reconsider his budget allocations for this major market of Southern New England.
WNHC-NBC assures the edge in listenership. Aggressive merchandising — loyal friendships among retailers, distributors — a proven ability to sell in this New England community — adds to the attractiveness of the WNHC-NBC combine . . . and makes it one that will be used more and more in the future to "deliver New Haven."
*New Haven's families earn an average of $5,426, spend more than $48,000,000 on food, better than $221,000,000 in retail stores, over $6,000,000 in drug stores.
WNHC is NBC
AM FM NBC new haven
represented by the Katz Agency

## O and O Stations

*(Continued from page 74)*

fans in all but eight states, as well as Mexico, Central America and England.

On Aug. 1, 1925, WRC broadcast the funeral services for William Jennings Bryan and in the same week sent two talks by President Coolidge by wire to New York for broadcast there. On June 11, 1927, Graham MacNamee and Wilbur Cross told the WRC audience of the homecoming of Charles A. Lindbergh. In 1928, WRC studios were moved to the National Press Bldg.

In 1933, WRC broadcast President Roosevelt's first inauguration and the parade . . . a seven-hour broadcast that was beamed overseas by five short wave transmitters. Other firsts in 1933 were the opening of Congress, the first broadcast from the floor of the House of Representatives and President Roosevelt's first "Fireside Chat."

On July 22, 1937, WRC moved to its present location in Washington, the Trans Lux Bldg. In 1941, WRC presented the first address by a wartime British Prime Minister to the Congress of the United States and the first declaration of war to be broadcast by an American President.

Each week and day of World War II found important news broadcasts going out over the NBC network from WRC. The death of President Roosevelt, the inauguration of President Truman . . . the surrenders of Germany and Japan . . . and the homecoming receptions for war heroes General Eisenhower, General Wainwright, Admiral Nimitz and General MacArthur were broadcast by WRC.

**NBC Silver Jubilee**

Early in 1947, WRC opened a new page in an already colorful history. WRC's FM station started operating at the beginning of the year, along with WNBW (TV).

WNBW first went on the air June 27, 1947, second of four TV stations in Washington and the nation's eleventh and first post-war video operation. It later became the seventh station in the nation to receive a commercial license from the FCC. The station opened with studio space in the theatre of the Wardman Park Hotel, a small auditorium which still had the antique seats in place when equipment was being installed in control rooms. The theatre floor has since been filled and raised flush with the stage, giving WNBW one of the largest studios in Washington.

WNBW has been responsible for a multitude of NBC special events from Washington, including Congressional hearings (John L. Lewis, Howard Hughes, Atomic Energy, Hiss-Chambers, etc.), the first television pickup from the White House, the Inauguration, Atlantic Pact signing, the MacArthur homecoming, the Crime Hearings, parades and visits of foreign dignitaries, Presidential messages to Congress, and special programs from Lincoln Memorial, Library of Congress, Washington Monument and various historical places around Washington, and many other events of national interest.

WNBW has participated in many pooled special events telecasts which have been transmitted to the entire television industry through its facilities. An NBC network newsreel crew operates full time from WNBW, shooting film footage of all important news events for network newsreels.

### Shown Much of Washington

Culturally, WNBW cameras have shown much of Washington to the rest of the nation. WNBW crews televised the Amherst College Players production of "Julius Caesar" from the Elizabethan Theatre of the Folger Library—the first time the theatre had been used. Other dramatic programs have been televised from the Catholic U. and the National Gallery of Art, including the recent "Heritage Series." Also, last winter WNBW carried a "teaching by television series" for school children in local schools.

In addition to providing regular program service, WNBW's facilities have been used for a number of important scientific experiments, some of which may affect the future of all television. Special transmitter equipment has continuously radiated ultra high frequency radio signals from WNBW's tower, for close study of broadcast waves which some day may be used for regular television service. When RCA introduced a new high speed communications system known as Ultrafax on Oct. 21, 1948, special messages and documents were transmitted from WNBW's antenna through the air to the Library of Congress where printed reproductions were turned out at the rate of a million words a minute. WNBW cameras have been airborne over Washington conducting tests that may set a pattern for the use of television in warfare. WNBW technical crews have also been conducting important work in long distance transmission of television signals by radio relay.

## WTAM-WNBK CLEVELAND

SINCE Sept. 26, 1923, when the WTAM call letters first went out over the newly-created Cleveland station, its story has been one of constant advancement and improvement to a listening audience numbering some 5,000,000 listeners in 54 Ohio, Pennsylvania, West Virginia and Maryland counties.

The actual beginning hearkens back before 1923, when S. E Leonard, present Cleveland NBC engineer-in-charge, met with T. A. Willard, founder of the Willard Storage Battery Company. After installing a radio receiving set in Mr. Willard's home, Mr. Leonard went to work and convinced him of the great future in broadcasting. Mr. Willard was impressed, and the two men applied for a license. In no time, W8XG began its amateur broadcasting from the basement of the Willard office on Taft Avenue near Cleveland's East 131st St.

During this period, efforts were being made to perfect the radio storage battery. Upon the success of this endeavor, a commercial broadcasting station was built. This 1.5 kw transmitter, the first to be granted such power, was staffed by an operator, an announcer and program director. Certainly it was a far cry from the staff of 140-odd now required to operate WTAM's 50 kw operation and WNBK, Channel 4, in the Cleveland NBC Building.

WTAM received its power from the world's largest storage battery, a 5000-cell, 10,000-volt unit installed on the 20th floor of the Union Commerce Bldg. Additional broadcasting studios were later established in the Euclid Music Store, in the offices of the *Cleveland Plain Dealer*. Then in 1926, the Willard Company purchased another station, WEAR, which was operating in Cleveland on the same wavelength.

### Both Stations Purchased

Two years later, both stations were purchased outright by the Cleveland Electric Illuminating Co. and WEAR was discontinued in favor of an expanded WTAM operation. This expansion marked WTAM's increase to 5 kw. In 1929 WTAM's first transmitter was constructed at Brecksville, Ohio, a metropolitan suburb. The original structure had two towers, each 200-feet high, later to be replaced by a single 460-foot steel tower erected and designed to carry WTAM's present 50 kw.

Cleveland's Auditorium Bldg. WTAM's fourth home, enabled the station to program in larger, better equipped studios. Soon after this move into the new quarters, WTAM was purchased by NBC. On Feb. 19, 1938, the station moved to its present NBC Bldg. location, where it occupies four floors with AM-FM and TV facilities. Furthermore, the Brecksville transmitter tower serves triple duty as an AM-FM and TV outlet.

Always a pioneer in radio broadcasting, WTAM has been responsible for the discovery of many entertainment personalities. Such names as Guy Lombardo, Eddie Peabody, Fred Waring, Bob Hope, Phil Spitalny, Singing Sam, Lum and Abner, and Smilin' Ed McConnell got their start in Cleveland with WTAM. John Royal was an early WTAM general manager. The tradition of WTAM is now carried on by the present Cleveland NBC general manager, John McCormick.

With a distinguished record of public service to its credit radio-wise, WTAM and NBC took a momentous step forward on Oct. 31, 1948, with the unveiling of WNBK (TV) Channel 4, in Cleveland. At the premiere telecast Northern Ohioans witnessed film transcriptions of Arturo Toscanini directing the NBC Symphony orchestra; the drama "Counsellor at Law" starring Paul Muni, and a newscast. That was the start. Then, on Nov. 1 and 2, WNBK earned praise for excellent, complete and coordinated handling of election telecasts with prominent national NBC commentators feeding results from Cleveland to the midwestern NBC network. This spectacular debut catapulted WNBK into succeeding months and years of fine programming which has since made "more on four" a slogan in more than 500,000 Ohio homes.

### Tremendous Community Service

What makes these two outstanding radio and television operations so important in Cleveland and Northern Ohio is their tremendous service to the community. For instance, WNBK has scheduled telecasts from Public Auditorium during the Union Industries Exposition, has covered various civic parades and functions, has covered several large fires from atop the NBC Bldg. roof, has telecast graduation exercises from John Carroll U., where Brig. Gen. David Sarnoff was principal speaker.

As for WTAM, its historic round-the-clock coverage during Cleveland's November, 1950, snow emergency is a matter of record. Then, too, there is WTAM's annual promotion on behalf of the Society for Crippled Children. In three years, the station has gathered more than $30,000 on behalf of this charitable organization.

Among Ohioans who watch television and hear radio, there is little doubt that for excellent, distinguished programming, WTAM and WNBK, NBC in Cleveland, have amassed an enviable record in matters of public interest, convenience and necessity.

## KNBH HOLLYWOOD

KNBH (TV), NBC's owned and operated TV station in Hollywood, inaugurated its first program at 8 p.m. Jan 16, 1949. Five months after the opening, the results of the largest poll taken of West Coast audiences' preferences to date found KNBH winning 7 first place awards and three second. The majority of programs were locally produced.

During June 1949, a half-million dollar kinescope recording plant was completed and the station was ready to begin recording West Coast shows for others parts of the nation. The following March Thomas B. McFadden was appointed general manager and other operating departments, such as sales, advertising and promotion, press and cost control were organized to augment existing units of programming and engineering. Kinescope reproduction was technically vastly improved during the late spring of

*(Continued on page 98)*

# Alice in Sponsorland...

TWEEDLE DEE and TWEEDLE DUM
From WALT DISNEY'S ALICE IN WONDERLAND
© WALT DISNEY PRODUCTIONS

## MEET NBC's SELLING TWINS IN NEW YORK

**Here's a fact to keep in mind,**
**Say Tweedle Dum and Tweedle Dee:**
**For product action in New York,**
**Call WNBC . . . WNBT!**

**As selling twins they're unsurpassed,**
**Their selling job just can't be beat.**
**No matter what your product is,**
**They'll sell it for you quick and neat.**

*POETRY IS FINE BUT IF FACTS ARE MORE YOUR LINE—AND YOU WANT THE WNBC-WNBT FAMILY OF PERFORMERS* TO GO TO WORK FOR YOU—CALL US AT CI. 7-8300 OR YOUR NEAREST NBC SPOT SALES OFFICE.*

# WNBC and WNBT

NBC's Flagship Stations in New York

*NO ANNOUNCERS ANONYMOUS ON WNBC-WNBT!

*The WNBC Family of Performers*

KATE SMITH • TEX and JINX • BOB and RAY • SKITCH HENDERSON • BILL STERN • KENNETH BANGHART
WAYNE HOWELL • JACKIE ROBINSON • FRANK LUTHER • CHARLES F. McCARTHY • ANDRE BARUCH • LADY IN BLUE

*The WNBT Family of Performers*

EVE HUNTER • TEX and JINX • ED HERLIHY • MILTON DE LUGG • FRANCEY LANE
JOSEPHINE McCARTHY • BEN GRAUER • RICHARD WILLIS • TEX ANTOINE

*Represented by* **NBC Spot Sales**

*Another*
**WMAQ first...**

. . . the top merchandising plan in Chicago . . .

***Chain Lightning***

giving WMAQ advertisers special point-of-sale promotion

**in 604 Chicago Area Food Stores**

**Put CHAIN-LIGHTNING to work for YOU . . .**

IN THE HOME . . .

IN THE STORE . . .

*Ask about it TODAY!*

**WMAQ**
CHICAGO

670 on your radio dial
MERCHANDISE MART
CHICAGO 54

**Day and Night**

# NO. 1

**in Chicago Television**

12:00 to 4:00 p.m. (Monday through Friday)
***WNBQ first by 501%**

4:00 to 6:00 p.m. (Monday through Friday)
***WNBQ first by 31%**

6:00 to 11:00 p.m. (Sunday through Saturday)
***WNBQ first by 20%**

All rated quarter-hours (Sunday thru Saturday)
***WNBQ first by 87%**

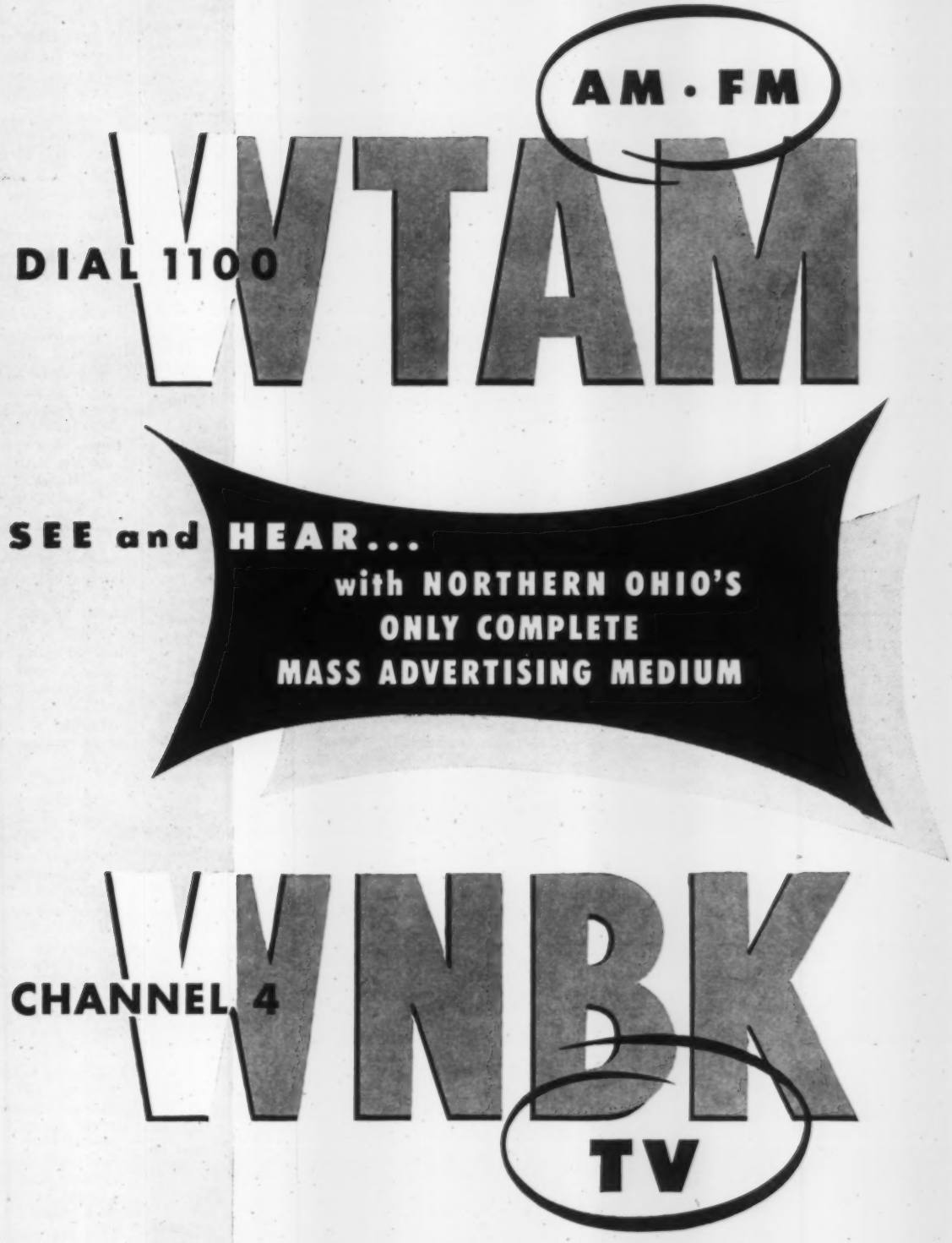
**American Research Bureau, October 1951*

No matter how you look at it, the recognized leader in Chicago television is . . .

**NBC TV in Chicago**

**WNBQ**
CHANNEL 5

*Represented by* **NBC Spot Sales**




*Represented by* **NBC Spot Sales**

## O and O Stations

*(Continued from page 94)*

1950 when KNBH introduced the image orthicon and the mercury vapor lamp, which improved the quality of kinescopes approximately 50%.

During June 1950 the station, in cooperation with another, participated in the historic opening of the Los Angeles-San Francisco microwave relay. The first entire schedule of a professional football league was brought to the Southern California television audiences by KNBH that fall when it televised the games of the Los Angeles Rams. A game played in San Francisco was the first commercial telecast of a sporting event over the relay system from that city.

The Tournament of Roses parade marked the first tie-up of a television station with a foreign language radio broadcast, when on January 1, 1951, KNBH, in cooperation with KALI, broadcasting in Spanish, presented the colorful event. Air coverage was also used for the first time when a converted B-25, carrying KNBH cameramen aloft, showed the huge throng watching the parade. This program was also fed to the Orpheum Theater in Los Angeles, which marked the first large screen theater television on the West Coast.

On April 14, KNBH, in cooperation with other California television stations, covered the arrival of Gen. Douglas MacArthur in San Francisco. Several days later, the General's speech before Congress was kinescoped in Omaha, flown to Los Angeles and shown over Channel 4 less than five hours after the original address, the first time an East Coast telecast was seen the same day in Southern California.

Stressing sports, the KNBH schedule calls for telecasting the entire schedule of Loyola U.; the World Series was carried on "live" from the East; the station will originate the Rose Bowl game from Pasadena on New Year's Day and is carrying a minimum of four top notch collegiate games from the East and Midwest.

### Increase in Power

In August, the FCC granted an increase in power to Channel 4, and hundreds of reports from televiewers showed the station blankets an area 125 miles in radius.

Programwise, KNBH increased its schedule to 300 hours per month in 1950, as compared to 117 hours per month in 1949. The first six months of 1951 reached a monthly average of 317 hours of programming. Commercial hours per month jumped from 65 in 1949 to 151 in 1950, and the number of local advertisers using the facilities of KNBH increased from 53 in 1949 to 152 in 1950. Figures for 1951 are not available.

Daytime programming between 9:30 a.m. and 12:30 p.m. was inaugurated September 25, 1950. This block of programs was rescheduled between the hours of 12:30 p.m. and 4:00 p.m. effective January 15, 1951.

Audience, press, and client reaction to this move has been excellent.

KNBH has received many outstanding awards, among them awards from *TV-Radio Life Magazine* for *Ford News & Weather*—best public service program of 1950, and *Willock-Arquette Show*—most outstanding contribution to television in 1951. Awards from the Academy of Television Arts and Sciences included (1949) *Your Show Time*—"The Necklace"—Best Film; (1950) Orthogam TV Amplifier—Technical Achievement; and Rams Football Games telecast which received an "Emmy" as best sports series.

**NBC Silver Jubilee**

## Engineers

*(Continued from page 70)*

information on hand concerning practical design and application of the theoretical principles underlying radio broadcasting. NBC engineers had to study, test and develop technical methods for switching and distributing network programs from the originating studio to various outgoing channels. Studio mechanical problems and operating techniques were also their major concern.

### First Studio Plant

The network's first studio plant at 711 Fifth Ave. incorporated the first technical installations of its kind for network operation. Some of the original work included: Centralization of all major operating equipment; the use of a master control desk for supervisory control and monitoring of all operations; an improved type of remotely controlled relay switching of outgoing channels, which included a superior interlock system to prevent accidental interconnection of two different programs; the use of high fidelity monitoring speakers in all studio control booths; high fidelity condenser microphones and many other innovations.

Later, when building the new studio plant atop the Merchandise Mart in Chicago, NBC engineers incorporated all the features of "711" with many additional improvements and refinements. Among these was the first use of actual program switching from a master control desk; the use of simulated studio inputs to serve as network repeating points with full studio switching control; and the application of dial switching for remote control program monitoring.

Following the Chicago project, the engineering department designed and installed the first theatre-type broadcasting studio—rebuilding the New Amsterdam Roof Theatre for this purpose. A glass curtain was used to isolate the artists on the stage from the audience (this practice has long since been abolished).

As the years passed, new and more efficient technical innovations were developed by the engineering department, to be placed into operation in NBC's Radio City in 1933. One tremendous innovation was the complete pre-set type master control switching facilities, in which all program sources and outgoing channel combinations could be set up beforehand. To set this in operation, all that was required was for an announcer to press a button in the studio about to go on the air.

This switching system included means for synchronizing the beginnings and endings of all programs routed through it in order to insure that stations leaving one of NBC's two networks, or an outside network and joining an NBC network, could make this change without delay to the listener.

### NBC Chimes Automatic

The well-known NBC chimes were produced by a machine which could be triggered by the network's automatic synchronizing system, thereby furnishing a switching cue to the telephone company as well as NBC identification.

Following the Radio City project, the NBC engineering department's large-scaled experience and know-how was widely recognized and the engineering group became the acknowledged authority in the radio broadcasting field. As a result, the department furnished unsolicited design and specification assistance to many other broadcasting companies, organizations and to the government. These included: KDKA Pittsburgh; Radio Splendid and the Grain Exchange at Buenos Aires; WFIL Philadelphia; U. S. Dept. of Agriculture and the U. S. Dept. of Interior; World's Fair, New York; WOAI San Antonio; Golden Gate Exposition, San Francisco; the Office of War Information, and the Committee for Inter-American Affairs.

NBC engineers developed and pioneered the use of parabolic reflector microphones to facilitate distant microphone pickups as required in outdoor sporting events. Automatic audio gain control devices were developed, built and installed at all NBC stations, so as to regulate and maintain volume during the fading periods encountered in long distance, trans-oceanic, shortwave programs.

High quality recording systems were installed at all divisions to provide a record of past programs, and to facilitate rebroadcasting. Precision tuning fork controlled time systems to synchronize, more accurately, program switching between NBC's widely separated operating divisions were provided. Reverberation chambers were developed and installed at most of NBC's operating divisions to provide the realism required for dramatic effects.

NBC engineers also developed and installed the original pickup systems used at all major political conventions to supply programs not only to the network and its affiliates, but to other broadcasters and news services as well.

### Remote Pickups

One of the more important phases of radio broadcasting—remote pickups—has always been subject to special attention by the engineering department, which has made notable contributions in this field. Special transmitters, both AM and FM, have been designed and built for remote broadcasts. The "silk hat" transmitter, constructed in March 1936 and used originally for "on-the-street" interviews during an Easter parade, is one of the best known examples of the department's ingenuity.

A parachute transmitter developed by NBC engineers was successfully demonstrated during an actual jump from an airplane in August 1939. The transmitter also was used as a link between the mooring mast and anchor to broadcast the arrival of a zeppelin that same month.

One of the most historic events was the successful flight and broadcast from the stratosphere by the National Geographic Society and the U. S. Army Air Corps in November 1935. The success of this broadcast was due to the special transmitting and receiving equipment developed by NBC engineers. This equipment was subsequently found particularly useful in other flights as a means of communication from aloft to the ground.

## NBC POLL

### Scans Political Picture

PRESIDENT Truman is the choice of 1948 Democratic convention delegates for his party's nomination next year, according to a poll conducted by NBC Washington.

The survey was conducted by Commentator Ned Brooks of NBC's *Three Star Extra*, who sent out ballots to all 1948 delegates asking them for their choice for 1952. Mr. Truman captured 56.6% of the votes compared to 10% for Gen. Dwight D. Eisenhower.

Mr. Brooks made a similar survey of the Republican picture on the basis of ballots distributed to 1948 convention delegates. In that instance, Sen. Robert Taft (R-Ohio) drew 53.6% of the votes and Gen. Eisenhower 25%. In the former's favor, "Mr. Republican" also came away with 23 votes in the Democratic poll, placing fifth behind Mr. Truman, Gen. Eisenhower, Sen. Harry F. Byrd (D-Va.) and Sen. Paul Douglas (D-Ill.).

**Washington**
*celebrates its*
*150th year*

**NBC**
*celebrates its*
*25th year*

*and*

**Advertisers**
*in this multi-billion-dollar market celebrate when they buy Washington's NBC stations.*

**WRC**
*980 on the dial*
28 years of service to the Nation's Capital

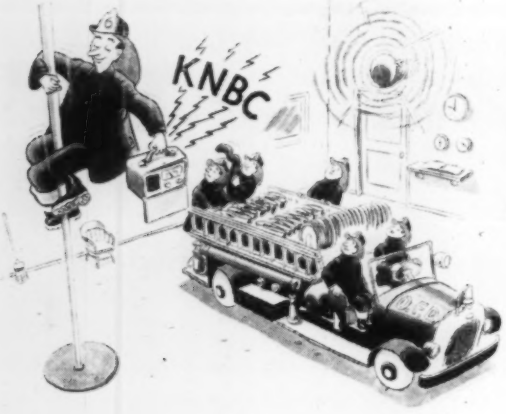
**WNBW**
*Channel 4*
Leader in network and local TV programming

*Represented by* **NBC Spot Sales**

# *In Northern California*
# *more people listen—more often—to KNBC*
# *than to any other radio station*

*Yes, in Northern California...*

*...more people listen more often...*




*...to KNBC...*

*...than to any other radio station.*

**KNBC** not only has the biggest and most loyal audience in the San Francisco-Oakland Metropolitan Market (the 7th largest, fastest-growing major market in America)—but KNBC's 50,000 watt Non-Directional Transmitter also penetrates *all* the thriving, fast-growing markets throughout Northern California.

***KNBC delivers more people, at less cost per thousand, than any other Northern California advertising medium.***

# KNBC

NORTHERN CALIFORNIA'S
NO. 1 ADVERTISING MEDIUM

50,000 WATTS — 680 K. C. SAN FRANCISCO

*Represented by* **NBC Spot Sales**

## You can cover the rich region of the Rockies with one station

*BMB nighttime audience families*

*KOA —— 646,340*
*Station B —— 287,020*
*Station C —— 215,140*
*Station D —— 158,270*

*KOA's nighttime coverage embraces nine-tenths of all the counties in the entire 8-state Mountain-Plains area!*

**KOA–NBC** *Dial 850*
*Denver*

*"Radio Host of the Rockies"*

## Bill Stulla's winnin' the wimmen!

*Looking for a five-a-week, daytime TV participation show to move your product in the booming Los Angeles market?*

*"Bill Stulla's Parlor Party" on KNBH (Monday through Friday, 3-4 p.m.) recently received 33,362 pieces of mail in ten weeks—proof that Stulla's got a way with women . . . reaches the customers you want to reach in L.A.*

*Call NBC Spot Sales for complete dope on available spots to sell the buying millions in America's second largest TV market.*

**In Southern California your best buy is Television and in Television . . . your best buy is . . .**

**KNBH** *Hollywood*

*represented by* **NBC Spot Sales**

*New York • Chicago • Cleveland • Hollywood • San Francisco*

## NBC Is 25 Years Old

*(Continued from page 92)*

reference to the men who have aided Mr. McConnell in his work. John F. Royal, Charles R. Denny, Victor T. Norton, John K. Herbert, George E. Frey, Edward D. Madden, Charles Barry, Sylvester L. Weaver, Frederic W. Wile Jr.—these and others have played vital roles in lifting NBC to its highest peak of attainment.

John F. Royal, NBC vice president, joined the network in 1929 as director and general manager of WTAM Cleveland. Soon after he became program director for the network and on Oct. 16, 1930, he was named vice president in charge of programs.

**NBC Silver Jubilee**

In this post, Mr. Royal was responsible for some of NBC's most successful accomplishments in the development and procurement of talent.

In 1940 Mr. Royal was appointed vice president in charge of new activities and developments in broadcasting—a post in which he was responsible for important developments in shortwave, FM, facsimile and television transmission—and in 1944 he was appointed vice president in charge of television.

In this post he developed NBC's comprehensive TV sports coverage program.

Edward D. Madden—an expert in the fields of research, media, marketing, merchandising and advertising—joined NBC in 1950 as assistant to the president after three years as executive vice president and general manager of the American Newspaper Advertising Network. On Sept. 5, 1950, he was named vice president in charge of television sales and operations.

Charles R. Denny resigned his post as chairman of the FCC on Oct. 31, 1947, to become NBC's vice president and general counsel. On July 1, 1948, he was named executive vice president of the network.

**Norton Joins Network**

Victor T. Norton, former president of American Home Foods Inc., was appointed vice president for administration of NBC on Jan. 11, 1950. His post was one newly created in the network realignment which followed Mr. McConnell's assumption of office, and in it he was placed in overall charge of company-wide financial planning, staff engineering, integrated services, personnel and labor relations, staff plans and research, and other important staff and operating functions.

John K. Herbert, George E. Frey and Frederic W. Wile Jr. all were elected vice presidents of NBC last January. Mr. Herbert was named general sales manager for the radio network; Mr. Frey was named director of television network sales, and Mr. Wile was named director of television production.

Sylvester L. (Pat) Weaver went to NBC from Young & Rubicam, where he was vice president in charge of radio and television. In August 1949 he was named the network's vice president in charge of television.

Charles (Bud) Barry, NBC vice president in charge of radio programming, first joined NBC in 1941 as assistant program manager for the Blue network, but when the Blue was sold in 1942 and became the American Broadcasting Co., Mr. Barry became ABC's eastern program manager. Later he became ABC's program manager and eventually its vice president in charge of programming.

At ABC, Mr. Barry scored a series of programming accomplishments.

Mr. Barry scored his greatest coup when he conceived *The Big Show*, a 90-minute comedy-variety program presided over by Tallulah Bankhead and featuring such stars as Eddie Cantor, Bob Hope, Fred Allen, Jimmy Durante, Groucho Marx and Ethel Merman.

The program was sold to NBC and put on the air late in 1950.


KIDO - NBC

**FIRST in Idaho**

(One of the 5 major markets of the thriving Pacific Northwest)

FIRST station licensed in Idaho:
FIRST commercial station in Idaho.

**FIRST** Network Affiliate in Idaho (Joined the NBC Family in 1937).

FIRST IN COVERAGE—with 5000 watts on 630 kc *KIDO covers more square miles and reaches more people than any other station in Idaho.* You get MOST for your dough when you buy KIDO.

KIDO
Boise, Idaho

JOHN BLAIR & CO.
National Representatives.


## CIO PROTEST

### *Names Westinghouse*

A SUIT seeking $200,000 damages from Westinghouse Electric Corp., Louisville, Ky., was filed Nov. 14 by the CIO electrical workers' union in Federal District Court.

The suit charges that an alleged "lockout" of 180 union members in the Bowling Green, Ky., plant resulted in loss of wages approximating $200,000. According to James C. Carey, president of IUE (International Union of Electrical, Radio & Machine Workers), the company violated an agreement prohibiting any lockout of workers under the union's jurisdiction.

A representative of IUE sits in on the special five-man Electronics Task Force group set up by the government last September. Its purpose is study of ways and means of alleviating unemployment among electronics firms. Chairman of the committee is E. T. Morris, who was active as director of the Electronics & X-Ray Division, Westinghouse Electric Corp., Baltimore, Md.

Mr. Carey also revealed that the union is filing charges of "unfair labor practices" against Westinghouse with the National Labor Relations Board.

## Williams Named

ALLAN G. WILLIAMS was appointed vice president in charge of operations of Motorola-New York Nov. 15. He will work with William W. Cone, who is the newly-appointed vice president of sales and merchandising of the new organization, which becomes a factory subsidiary of Motorola Inc., Chicago, the first of next year. He assumes his new post Dec. 1.

## Chronicle of Programs

*(Continued from page 63)*

Hope, *Duffy's Tavern* and *Mr. District Attorney;* in 1950 by Judy Canova, *Mr. District Attorney*, Mr. Hope and *Great Gildersleeve.*

Variety programs have retained their place as the nation's favorite form of radio entertainment in the postwar years. Hooper reports showed dramatic and quiz programs fighting for second place during the early and mid 40's, with situation comedy and mystery shows moving up into a battle for the next-to-top position in the postwar years. Nielsen data for 1949 and 1950 show variety-comedy programs first, mysteries second and situation comedies third in public preference for network programs. General dramas were the fourth most popular network program type, followed by musical variety shows, quiz and audience participation programs, popular music and concert music, in that order.

**Best in '51**

In the opening months of 1951, NBC's most popular programs were *Bet Your Life*, the McGees, *People Are Funny, Big Story* and *Father Knows Best*—two audience participation shows, two situation comedies and a melodrama. There is little resemblance to the solid musical broadcasts and single personality shows that were top favorites in the late 20s and early 30s.

## ROBBERY STORY

### WBEL Interviews Suspect

WBEL Beloit, Wis., used a tape recorder to dramatically tell the story of a $16,000 bank robbery in nearby Woodford, Wis.

A first-hand description of the holdup was obtained from victims. A WBEL special events man went to Madison to interview a 17-year-old boy being held as a suspect.

Highlight of the broadcast came when the bank cashier, shown two pictures, pointed to the photograph of the boy being held and exclaimed, "That's him—that's the robber." Later, listeners heard the boy proclaim his innocence. After the broadcast the FBI requested a copy of the broadcast, presumably to be used as evidence.

## Boston's leading TV station

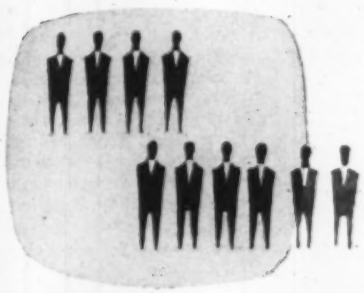
*produces results.*

*For example, one Sunday afternoon program last spring for Community Opticians produced more than 15,000 pieces of mail.*

*To sell Boston, use*

**WBZ-TV** *Channel 4*

*Owned and operated by*
WESTINGHOUSE RADIO STATION, INC.



## Philadelphia's leading TV station

*has the city's highest rated local show. "Frontier Playhouse" captures over 80% of the Philadelphia audience between 6 and 7 p. m., Monday through Saturday.*

**WPTZ** *Channel 3*

*Owned and operated by*
PHILCO TELEVISION BROADCASTING CO.

## Only ONE Radio Station covers the 17th state

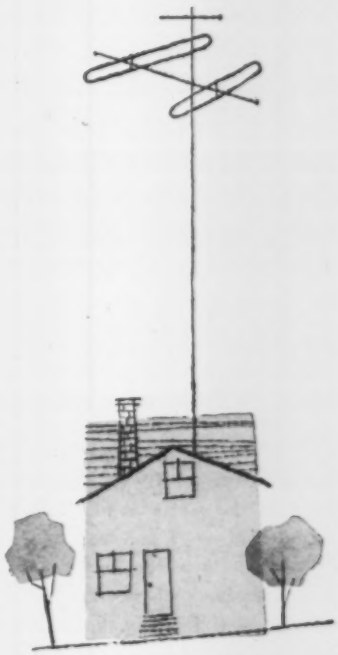
*In the 17th State (the 54 counties of Eastern New York and Western New England in the Schenectady-Albany-Troy area, where more people live than in 32 other states),*

*WGY's daily audience is over 3 times that of the next station—over 1/3 greater than the combined audience of the area's next ten top-rated stations.*

**WGY** *Schenectady*

*50,000 watts at 810 KC*

*Owned and operated by*
THE GENERAL ELECTRIC COMPANY



## The Tri-Cities' only TV station provides 52% coverage of all homes in the Albany-Schenectady-Troy Area

**WRGB**

*Schenectady*

*Channel 4*

*Owned and operated by*
THE GENERAL ELECTRIC COMPANY

*represented by*

## NBC SPOT SALES

*New York • Chicago • Cleveland*

*Hollywood • San Francisco*

QUARTER-CENTURY of farm broadcasting was celebrated by General Electric's WGY Schenectady, N. Y., and over 300 friends at the Hotel Van Curler early this month [B•T, Nov. 12]. Handling cake-cutting honors is Ed W. Mitchell, WGY farm adviser, as others look on (l to r, seated): Merl Galusha, station's supervisor of farm broadcasting; E. A. Palmer, manager of the Schenectady Chamber of Commerce; and A. O. Coggeshall, WGY music supervisor; standing, R. W. Welpott (l), assistant stations manager of WGY and WRGB (TV) Schenectady, and George L. Peck, promotion and publicity supervisor for both stations. Anniversary celebration included hour broadcast with Chester Lang, vice president of General Electric Co., and other speakers. Mr. Galusha served as moderator for special program, featuring comments by Mr. Mitchell. WGY conducts a daily "Farm Paper of the Air" as part of its *Farm Forum*.


# KDYL *salutes* NBC

As one of the pioneer affiliates of the National Broadcasting Company, KDYL takes great pleasure in saluting NBC on its 25th anniversary.

In Utah—where the percentage of radio ownership is among the highest in the nation—radio is a dominant part of each day's activity.

NBC's excellent service to the Intermountain West has been a vehicle of progress in the development of this vital and rapidly-growing area. With NBC, KDYL looks forward to an even bigger 25 years ahead in one of the nation's fastest growing markets.

# KDYL

**NBC Network**

**Salt Lake City, Utah**


## Vice Presidents

*(Continued from page 88)*

### SIDNEY N. STROTZ

CHICAGO-born Sid Strotz spent his early days traveling with his parents in Mexico and Europe, was educated in Illinois, Wisconsin and at Cornell U., before serving in World War I. Postwar job with Automobile Supply Co. led to position of vice president and general sales manager by 1924. In 1927 he was made president of American Sales Corp. and in 1928 vice president of Wrap-Rite Corp. In that same year he organized Chicago Stadium Corp., which built and operated largest sports arena in U. S. Mr. Strotz served as director and treasurer, later as president of organization, before joining NBC in 1933 as member of Program Dept. Within three months, he was program and artists service manager of network's Central Division, later succeeded Niles Trammell as general manager when latter went to New York in 1938. Mr. Strotz was appointed vice president of NBC later in same year and in 1940 was made vice president in charge of programs. In 1942, he went to Hollywood as vice president in charge of Western Division. Temporary assignment of organiz-

Mr. Strotz

*(Continued on page 108)*

## Advertisers' Roster

*(Continued from page 64)*

started with food advertising. Drugs were second and toiletries third (they are now listed separately; together they would stand first by a wide margin). Smoking materials (tobacco products and lighters) ranked fourth and soaps, cleansers and polishes fifth (see Table I).

General Foods Corp. was the top NBC client in 1927 and it is the only advertiser among that year's top five that appears on that select list in 1950. National Carbon Co. (advertising batteries for use with the battery-operated radio sets of those days) was second, Metropolitan Life Insurance Co., third; B. F. Goodrich Rubber Co., fourth, and Cities Service Co., fifth.

General Foods has been among the top five NBC clients for 19 of the 24 years covered by Table II. Procter & Gamble Co., which made its first appearance on the list in 1934, when the daytime serial was beginning to assume an important place in radio advertising, has stood at the head of the list as NBC's largest buyer of time for every year since.

Sterling Drug has shown up on NBC's top five client list 16 times and from 1939 through 1949, runner-up to P&G. Standard Brands has made it 11 times, ranking first in 1933 and 1934. American Tobacco Co., Colgate-Palmolive-Peet Co. and Pepsodent Co. each has been among the first five NBC advertisers seven times; General Mills and Miles Labs. have had six such appearances; Liggett & Myers Tobacco Co. has been listed four times and Brown & Williamson Tobacco Co., American Home Products, General Motors, Great A&P Tea Co., Quaker Oats Co. and R-K-O each twice. Single appearances among the top five of the year have been made by General Electric Co. and Atwater Kent Co. in 1929; Wm. Wrigley Jr. Co. and Philco Corp. in 1938; National Carbon, Metropolitan Life, Goodrich and Cities Service in 1927.

Changes in the complexion of advertising on NBC during the past quarter-century are indicated by the charts showing the percentage of total NBC time sales coming from each type of advertiser for the years 1930, 1935, 1940, 1945 and 1950. Apparel advertising (A), for instance, accounted for more than 5% on NBC's time sales revenue in 1930; dropped to about 1% in 1935 and 1940, and to only ½ of 1% in 1945 and 1950.

Drug (C), to cite an example in the other direction, from 1.5% of the network's income from time sales in 1930, rose to 12.3% in 1935, to 13.8% in 1940, to 15.2% in 1945 and to 16.8% in 1950.

Automotive advertising (N) on NBC has wavered from 6.6% of the total volume of business in 1930 down to 1.3% in 1940, back up to 5.6% in 1945 and down again to 2.7% last year.

NBC's gross time sales are listed year by year in Table III and graphed by the red line running across these pages.

* * *

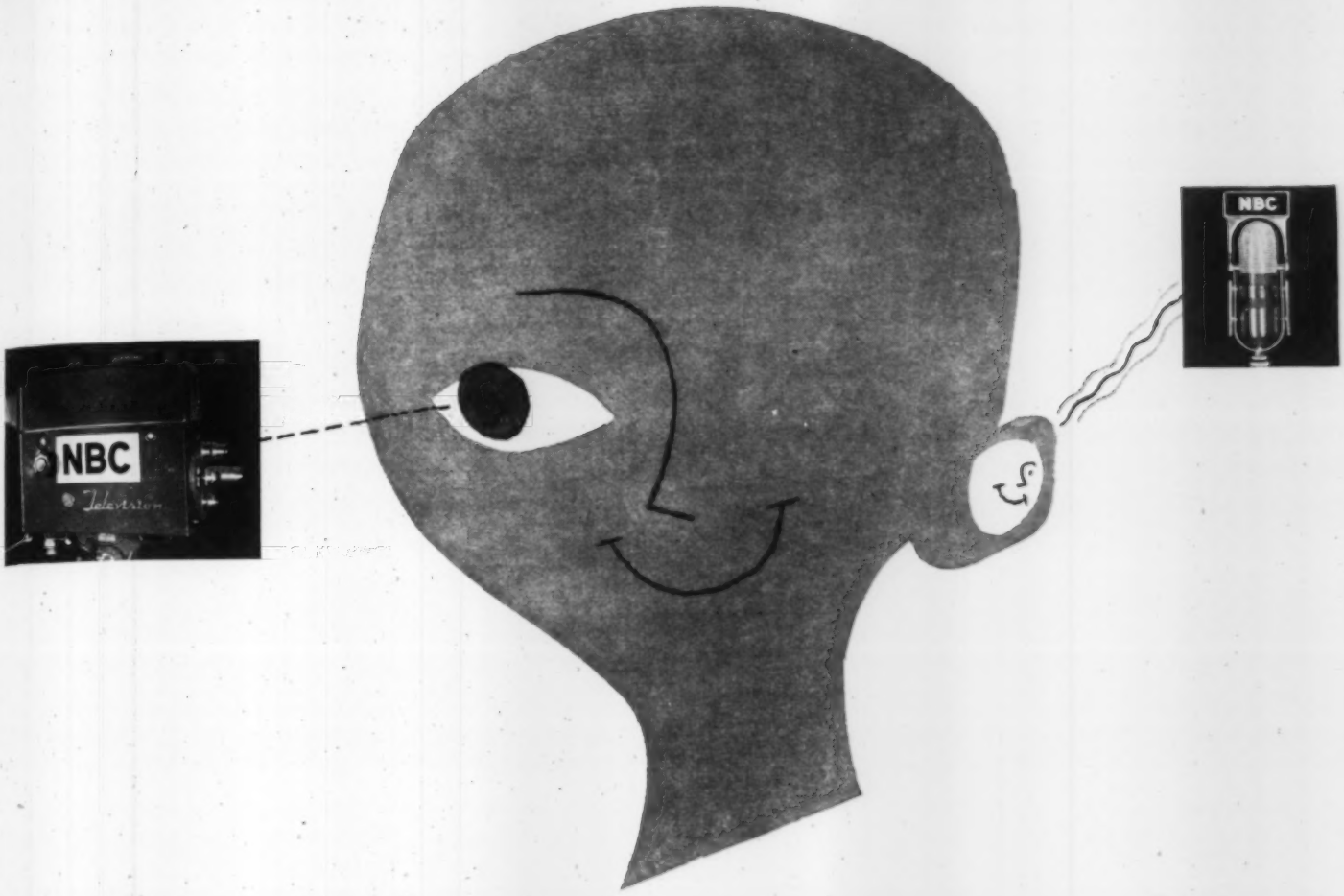
**TABLE III**

**NBC Gross Time Sales***

| | |
|---|---|
| 1927 | $ 3,760,010 |
| 1928 | 8,780,333 |
| 1929 | 14,380,382 |
| 1930 | 20,088,887 |
| 1931 | 25,607,041 |
| 1932 | 26,504,891 |
| 1933 | 21,452,732 |
| 1934 | 27,833,616 |
| 1935 | 31,148,931 |
| 1936 | 34,523,950 |
| 1937 | 38,651,286 |
| 1938 | 41,462,679 |
| 1939 | 45,244,354 |
| 1940 | 50,663,000 |
| 1941 | 54,509,882 |
| 1942 | 44,023,431 |
| 1943 | 53,837,110 |
| 1944 | 63,012,080 |
| 1945 | 64,429,181 |
| 1946 | 66,434,486 |
| 1947 | 65,756,517 |
| 1948 | 69,697,590 |
| 1949 | 64,013,296 |
| 1950 | 61,411,546 |

Sources—NBC 1927-1940
Publisher's Information Bureau 1941-1950

* Figures for 1927 through 1941 include both Red and Blue Networks.




# TALK ABOUT CONCENTRATION!

## NBC Spot Sales delivers the nation's major stations in the nation's major markets

*For fast, accurate and complete information on the nation's most important local markets and the major stations in those markets, call NBC Spot Sales.*

*These 7 radio stations cover 40% of all U.S. radio homes.**

| | |
|---|---|
| WNBC | *New York* |
| WMAQ | *Chicago* |
| KNBC | *San Francisco* |
| WTAM | *Cleveland* |
| WRC | *Washington* |
| KOA | *Denver* |
| WGY | *Schenectady–Albany–Troy* |

*These 8 TV stations cover 52% of all U.S. TV homes.***

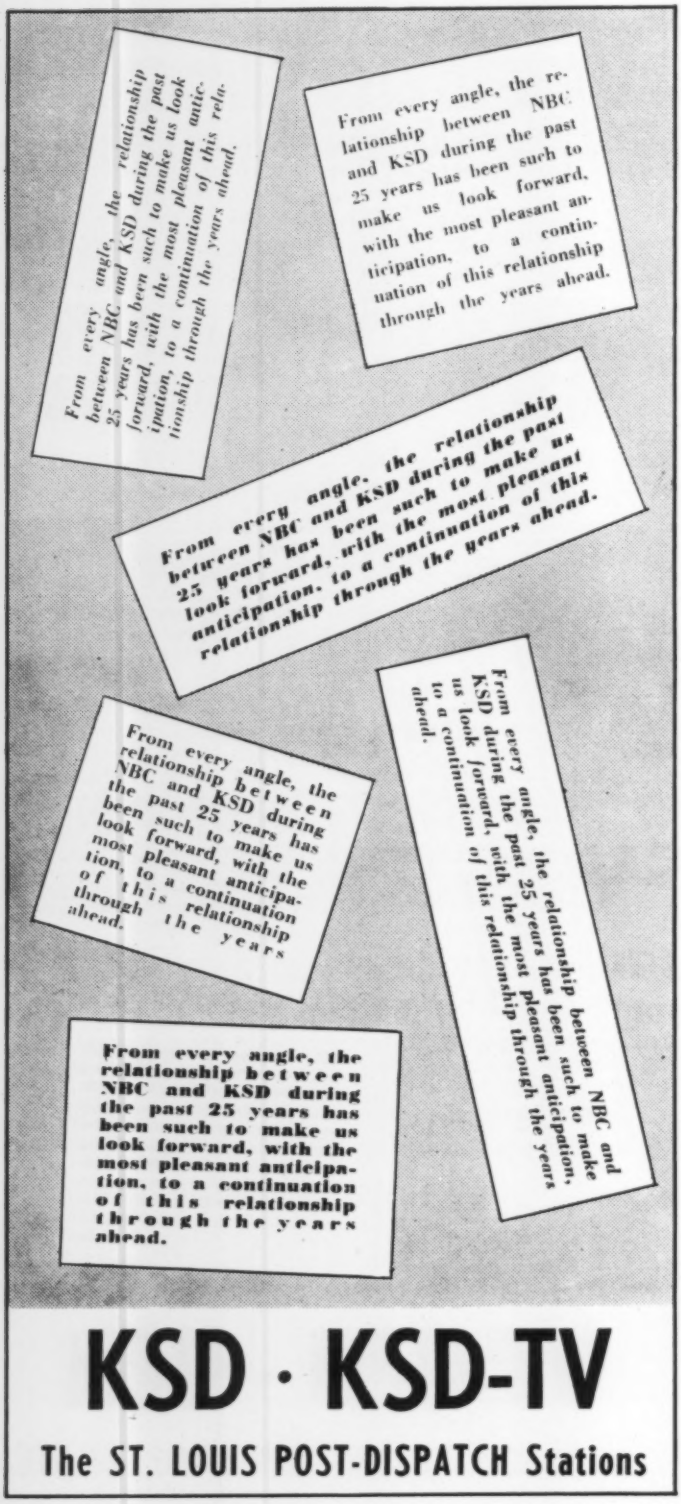
| | |
|---|---|
| WNBT | *New York* |
| WNBQ | *Chicago* |
| KNBH | *Hollywood* |
| WPTZ | *Philadelphia* |
| WBZ-TV | *Boston* |
| WNBK | *Cleveland* |
| WNBW | *Washington* |
| WRGB | *Schenectady–Albany–Troy* |

*Represented by*

# NBC Spot Sales

*New York • Chicago • Cleveland • Hollywood • San Francisco*

* *BMB Study No. 2, Spring '49, projected to January 1, 1951 by NBC Research.*
** *NBC Research, October 1, 1951*




# October Box Score

STATUS of broadcast station authorizations and applications at FCC as of October 31 follows:

| | AM | FM | TV |
|---|---|---|---|
| Total authorized | 2405 | 652 | 108 |
| Total on the air | 2307 | 642 | 108 |
| Licensed (all on air) | 2278 | 553 | 90 |
| Construction permits | 130 | 99 | 18 |
| Conditional grants | | 1* | |
| Total applications pending | 935 | 222 | 561 |
| Total applications in hearing | 236 | 8 | 182 |
| Requests for new stations | 289 | 9 | 453 |
| Requests for new stations in hearing | 107 | 2 | 171 |
| Requests to change existing facilities | 209 | 23 | 30 |
| Deletion of licensed stations in October | 2 | 2 | 0 |
| Deletion of construction permits | 1 | 2 | 0 |

* On the air.

# milestones...

► NBC Washington feted 10-20-25 year NBC employes at an "honor dinner". The 25-year award went to Stanley Bell, salesman for WRC Washington; 20-year awards were given to Engineers Bob Terrell and Barton Stahl; 10-year awards went to Eugene Juster, general manager; Stuart Finley, announcer, and Lefferts McClelland, engineer.

► WLBC Muncie, Ind., which went on the air with 50 w Nov. 13, 1926, using a converted amateur transmitter, last Tuesday celebrated 25 years of radio in that community.

► Shafto H. Dene, vice president and co-copy chief, Kudner Agency, New York, was tendered a luncheon at Stork Club last week in observance of 25 years of continuous service with the agency and its predecessors.

► Max Helmut Wessels, German-language producer at WWRL New York, last week celebrated his 20th year with the station. Mr. Wessels has also been heard on network television in dramatic roles, in addition to German announcing, singing and producing for WWRL. The station staff gave a party in his honor Nov. 6 in New York.

► Charles Michelson, Inc., New York, radio and television transcription firm, last week celebrated its 17th anniversary. All original officials of company are still actively engaged in business.

► Fourteen years of continuous service as a radio reporter of government news were chalked up Oct. 24 by Carl Berger, conductor of WWDC Washington's *Your Government and Mine*. He broke into radio with that type program on WRC Washington in 1937 and subsequently was with WMAL, and WINX, same city. He joined WWDC in 1941. Mr. Berger is employe relations officer at the General Accounting Office.

► Twenty-year club started at KRNT Des Moines, the *Register & Tribune* station, with the mark reached by Chief Engineer Charles Quentin, who received a wrist watch. His latest project is station's new 709-ft. FM and TV tower, now completed.

► San Francisco Chapter of the Academy of Television Arts and Sciences observed its second anniversary with a birthday dinner Nov. 7 at the San Francisco Press and Union League Club.

## Saves Swimmer

NBC-TV Maintenance Supervisor Noah E. Sprecher—thanks to his surf-casting skill—saved 59-year-old Robert Stuls, an all-season swimmer, from drowning in the Atlantic Ocean off Far Rockaway Beach, L. I., on Nov. 4. Mr. Sprecher, who had been interested in surf fishing for only a month, saw the swimmer was caught in the undertow and needed help. In three casts, the fisherman wrapped his line around Mr. Stuls and pulled him ashore. "I played him like a big fish," Mr. Sprecher said. "I thought my nine-foot glass rod or the 36-pound line would snap. Luckily, they didn't. . . Stuls is one man who can say his life hung by a thread."

## Stamps for Veterans

KGO-TV San Francisco is conducting a campaign to collect stamps for hospitalized veterans through its *World of Stamps* program and in cooperation with the San Francisco Yellow Cab Co. Al Henry, conductor of the stamp program, makes the video pitch for stamp contributions. The cabs pick up the stamps from donors and deliver them to a central collection headquarters for distribution to veterans and military hospitals. Mrs. W. Lansing Rothschild, wife of the president of Yellow Cab, is chairman of the stamp committee for the western states and helped originate the stamps-for-veterans campaign.

## "You've been our sweetheart for 25 years!"

Yes — and she's been *our* sweetheart, too, since our very first day on the air, nineteen years ago!

She's the grand old lady of radio — the world's finest network and the acknowledged leader in the American broadcasting industry!

On her 25th birthday we are proud to salute her, and proud to be a member of her wonderful NBC family!

# WAVE

**5000 WATTS • NBC • LOUISVILLE**

Free & Peters, Inc., *Exclusive National Representatives*

## Vice Presidents

*(Continued from page 104)*

ing television for NBC in New York in 1948 terminated in '49, at which time he returned to West Coast. He resigned in 1950, now manages his own business interests and investments.

**NBC Silver Jubilee**

**SYLVESTER L. (PAT) WEAVER JR.**

A NATIVE of Los Angeles, Pat Weaver is a former ad-agency copywriter and also did program production work with CBS-Don Lee network in early 30's Came to New York in 1935 and produced Fred Allen show for Young and Rubicam, then became head of agency's radio dept. From Y&R to American Tobacco, then into service in World War II. He rejoined American Tobacco in 1945 then returned to Y&R as vice president. Came to NBC in 1949 as vice president in charge of TV, was just recently elected to the network's Board of Directors at the age of 42.

Mr. Weaver

* * *

**JOHN K. WEST**

BORN in Charleston, W. Va., Mr. West served with RCA Victor in sales, advertising and public relations before joining NBC in 1950. He joined RCA Victor in 1930, was district manager in Philadelphia, New York, Pittsburgh, Cleveland and Detroit before becoming associated with company's advertising department. In 1933 he was made manager of RCA exhibit at Chicago World's Fair and later became manager of RCA Victor's Visual Sound Products Dept. Manager of field sales with headquarters in Camden, N. J., in 1942, he was transferred to the company's War Contract Service Dept. during World War II, became director of public relations at war's end in 1945. Two years later he was made vice president in charge of public relations for RCA Victor. He succeeded Sidney N. Strotz as vice president in charge of NBC Western Division.

Mr. West

* * *

**FREDERIC W. WILE JR.**

BERLIN-born son of a noted war correspondent and commentator, Fred Wile was educated both abroad and in the U. S., began his career in 1930 with CBS Press and Special Events Dept. Left to serve year in Rome as private secretary to U. S. Ambassador Garrett, then resumed CBS position which he left in 1934 to become radio publicity manager for Young & Rubicam. Moved up to business manager of radio department, then supervisor of operations at agency. Served as associate director of information for War Manpower Commission in 1942 and 1943, joined Navy in '44, was discharged as lieutenant in '46. Mr. Wile joined NBC in 1949 as assistant to Vice President Sylvester L. Weaver Jr., was named director of TV production several months later, elected vice president Jan. 1951.

Mr. Wile Jr.

* * *

**ROY C. WITMER**

A NATIVE of Niagara Falls, N. Y., Roy Witmer began his career after attending Leland Stanford U. in California. He devoted his early activities to banking and utilities in California, then for 16 years prior to joining NBC he managed manufacturing plants in New England. Mr. Witmer joined NBC in 1927 as an advertising salesman, was promoted to assistant sales manager in 1929, became sales manager in 1930. One year later he was appointed vice president in charge of sales and in February 1946 was promoted to staff vice president's post to handle special assignments for Niles Trammell, then NBC president. He resigned in December 1948 following a period of illness and died April 1, 1950, after a lengthy illness.

Mr. Witmer

* * *

**MARK WOODS**

BORN in Louisville, Ky., Dec. 27, 1901, Mr. Woods' business career began in Florida in a shipyard during World War I. From foreman of a work crew, he rose to employment manager of the corporation in one year. Joined Thomas A. Edison Industries at West Orange, N. J., at war's end, as accountant, left in 1920 for New York Telephone Co. In 1922, Mr. Woods transferred to AT&T to set up accounting division for their newly-established radio division, Broadcasting Co. of America, which owned WEAF. Mr. Woods was, in rapid

Mr. Woods

*(Continued on page 110)*


# KFYR

CONGRATULATES

# NBC

ON ITS

## 25th ANNIVERSARY

**The combination of NBC and KFYR gives advertisers an unequaled team for selling in the Upper Midwest's richest wheat raising area—an area now on the verge of enjoying the additional wealth of a great new natural resource—oil.**

**KFYR** BISMARCK, N. DAK.
5000 WATTS
550 K.C.

Represented Nationally by John Blair

# First* NBC Affiliate in the Southwest!

*...and STILL first!

## Radio Southwest

*The Only Mass Medium Covering This Great Southwest Market...*

Martin B. Campbell, *General Manager*

Radio Service of The Dallas Morning News

EDWARD PETRY & CO., Representatives

**WFAA**
**DALLAS**
**820** 50,000 Watts
**570** 5,000 Watts
**TV** Channel 8

# MORE INDUSTRIAL EXPANSION

*That's what you like about the South's Baton Rouge*

**With the announcement of Esso's $35,000,000 expansion program in Baton Rouge, which will *double* its peak oil producing capacity, the immediate industrial growth planned for WJBO's area will top $100,000,000.00. Here's what is in the works:**

| Name of Company | Amount |
|---|---|
| Esso Standard Oil Company | $35,000,000 |
| Ethil Corporation | 4,041,000 |
| Kaiser Aluminum & Chemical Corp. | 14,000,000 |
| Solvay Process Division of Allied Chemical and Dye Corp. | 15,000,000 |
| Gulf States Utilities Company | 22,580,000 |
| Ideal Cement Company | 4,162,400 |
| Naugatuck Chemical Division of U. S. Rubber Co. | 2,000,000 |
| Consolidated Chemicals, Inc. | 300,000 |
| Baton Rouge Tin Compress | 38,532 |
| | $109,051,932 |

**Expand your sales in this expanding area—get on WJBO, the powerhouse station of Baton Rouge!**

HAPPY 25th BIRTHDAY, NBC,

from your 5,000 watt affiliate in Baton Rouge, La.

WJBO
WBRL (FM)

AFFILIATED WITH THE STATE-TIMES AND MORNING ADVOCATE
FURTHER DATA FROM OUR NATIONAL REPRESENTATIVES
GEORGE P. HOLLINGBERY CO.


# PROP CATALOGUE PLAN

## WLWT Evolves System to Simplify Production

A CATALOGUE system indexing available video set props is now near completion at WLWT (TV) Cincinnati. The plan is expected to speed production and reduce production costs.

Conceived by Robert E. Dunville, president, Crosley Broadcasting Corp., the plan was engineered by Dwight Martin, company assistant general manager. It provides for a streamlined operation between producers, the property room and the set-up department.

All props have been card indexed and photographed and scale drawings of props and studios have been drawn. This will add up to simplified, smoother production, it is expected.

### Props Stored

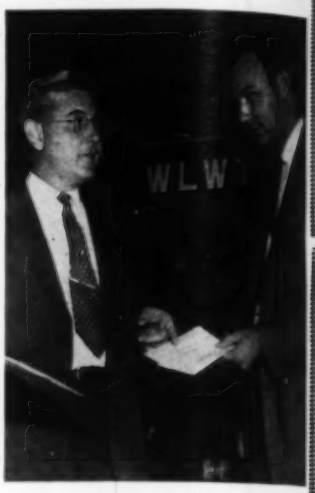
WLWT has been hampered by 1,600 assorted props jammed into storage space of a building designed for one operation but geared to both radio and television for more than a year.

A three-month study by Mr. Martin and William Alberts, chief propagation engineer, has evolved the plan expected to answer this problem.

From automobile tires to 18th century finery, the job of cataloguing different properties was quite a task. Moving from one store bin to another, a team of Mr. Alberts and Dick Williams, under Mr. Martin's direction, listed everything. Descriptions of the items were made along with scale drawings.

The items then were classified and the information transferred to cards. Each card contains a 35 mm picture of the property, its storage location, quantity available, description, scale drawing and whether it is used on regularly scheduled shows.

Thus, through the card index, a producer can quickly determine what props he will need for a program. Also, with a scale prop drawing, he can easily trace it onto a scale drawing of the studio, thereby indicating to the set-up department the exact prop requirements and desired locations.



*Conferring on final details of the catalogue plan are (l to r) Messrs. Martin and Alberts.*

* * *

## Vice Presidents

*(Continued from page 108)*

succession, assistant secretary, assistant treasurer and office manager of the company. When NBC was formed, Mr. Woods was elected assistant treasurer and assistant secretary of the new network, and a year later, treasurer. In 1934 he was appointed assistant executive vice president and administrative officer, and two years later was elected vice president and treasurer. He organized the Blue Network Co., Inc., and in 1942 was elected president, a position he held after the organization was sold to become the American Broadcasting Co., until his election to the vice-chairmanship of the latter company Jan. 1, 1950.

Mr. Woods is now co-founder with J. R. Warwick of a new advertising agency, Woods & Warwick Inc., with temporary headquarters in New York's Chrysler Bldg., expected to start operating about the first of the year.

## WAVE Emergency Aid

RADIO stepped up for the public's safety in Louisville earlier this month when high gas pressure Nov. 10 caused fires and gas explosions. WAVE-AM-TV that city reports high praise to it from the local gas company for its broadcasts. WAVE Newsman Les Gaddie after receiving initial news of the emergency, contacted gas officials, offered the station's facilities. Station aired bulletins aimed at calming hysteria and instructed gas users. Source of the trouble was a faulty generator at a company substation. Curtiss Craig, of the gas firm, called the station personally to give thanks for preventing further disaster, giving aid to gas users and presenting all-clear bulletins when the trouble was cleared. Also credited by WAVE were its News Director Hugh Sutton and Announcer Ed Kallay, who turned TV photographer to get exclusives for the station.

*the very best to*

*the very best*
*in Radio*
*for 25 years...*

*from* **WBRC** *NBC affiliate...*

AM
TV

*the very best*
*in Birmingham*
*for 26 years...*

**CHANNEL 4**

**960KC 5000 WATTS**

**REPRESENTED BY RAYNER**

Our Sincere Congratulations

to

THE NATIONAL

BROADCASTING COMPANY

On Completion of Twenty-Five
Years of Distinguished Service
To The American Public.

WSJS

One of the NBC Family of Stations that blankets the Country's Major Markets. In Winston-Salem, North Carolina that Market is—

15 Counties with
Retail Sales of
$531,621,000*

*Sales Management, 1951 Survey of Buying Power

WSJS
The Journal Sentinel Station
AM-FM
WINSTON-SALEM
NBC Affiliate
Represented by: HEADLEY-REED CO.

# LEGISLATURE TELECASTING A BOON

## Rep. Harkey Article Cites Benefits From WKY-TV Programs

TELECASTING of a state legislature can be an orderly business, according to Paul Harkey, a member of the Oklahoma House.

That is news to the U. S. Congressman or Senator who has warned colleagues that television can upset Congressional business if permitted on the floor of either the U. S. House or Senate.

Rep. Harkey is author of an article printed in the October issue of *State Government*, publication of The Council of State Governments, Chicago.

In his article, *Televising the Legislature in Oklahoma*, Rep. Harkey finds the telecasts of his legislature by WKY-TV Oklahoma City "one of the greatest public services that could be rendered by a communications medium for the benefit of good government."

To him, it is the closest approach to a revival of the old New England town meeting.

He notes that P. A. Sugg, manager of WKY-TV, undertook the twice weekly telecasts by cancelling two paid programs each week.

At the outset, Rep. Harkey recalls, lawmakers were dubious, thinking if one man made a fool of himself, the entire legislature would be so adjudged. A leading daily in the state warned that the men on the floor would have to appeal to showmanship and compete with TV fare.

Both of these fears proved groundless with actual telecasting of the legislature, the author points up.

Here are the results, as reported by Rep. Harkey:

● Public began to comment to legislators how different the lawmaking process looked to them on the screen in comparison to "political" newspaper reports had "represented" them to be.

● There was an immediate improvement in decorum. Reading papers while session is on, feet on desks, small discussions in the aisle, etc., disappeared "while the camera's red light was on." Some members would groom themselves a bit more carefully for TV-time.

Among problems, however, is the engineering preparation necessary for a one-hour telecast. The services of three engineers were required by WKY-TV for a full day. Station used two cameras and a director gave the sign for close-ups of debate when needed.

A disconcerting matter was the occasional "shot" of a legislator during the heat of debate which, one viewer thought made a lawmaker look like a "mad bull." This situation was overcome, Rep. Harkey points out, by legislators keeping their guard up and not being caught with the corners of their mouths down.

Program director and cameraman must work carefully together with thorough understanding in order to avoid anything which could enter the realm of libel or slander, or discredit a member of the legistlature.

A given danger is that public impressions may be oversimplified if only one part of a debate is telecast, he says.

Rep. Harkey notes that even a better job can be done if cameras can be present at committee public hearings. "This is where controversy arises that makes the real drama, and there is always plenty of audience participation."

The state lawmaker observes: "It is the consensus of Oklahoma's legislators that television of the Legislature is here to stay. Few of the disadvantages predicted for it materialized . . ."

Amazing result was:

● People of Oklahoma were not only enjoying the legislative telecasts, but were "taking a new interest in State government."

TV, says Rep. Harkey, "unquestionably brings lawmakers and the public into closer contact." It increases ability of people to use their own judgment and "it is a genuine tool of democracy, for keeping government close to the people."

# TV AD GUIDE

## Established in L. A.

IN AN attempt to eliminate false and misleading newspaper advertising on the part of local television set dealers, the Los Angeles Better Business Bureau, at the request of the Los Angeles Publishers Assn., has issued a set of standards governing all such advertising.

Covering such items as misleading claims, trial offers and guarantees, the comprehensive list of 10 regulations requires that the name of the manufacturer be stated, if any reference is made to the maker; advertising shall not represent or imply that the advertised price of a TV set includes all equipment, accessories or service necessary for it to operate, when such is not the fact; such terms as "first with" or "only at" not be used when the same merchandise is available at the same price at a competitor's store; picture tube size is to be described by the diameter of the circular tube or the longest dimension of the surface of a rectangular tube; any guarantee or warranty should be clear and specific as to its full terms and conditions.

MILTON BERLE's *Texaco Star Theater* took top place among Los Angeles area viewers in the October Tele-Que survey issued by Coffin, Cooper & Clay, Inc. Survey, first conducted since transmission of Eastern programs to the West Coast via the microwave relay, covered the first week in October.

PULSE, TELE-QUE
AND RORABAUGH REPORTS
PROVE IT MONTH AFTER
MONTH: IN SAN FRANCISCO
BAY AREA TELEVISION
(3 STATIONS)

# KRON-TV puts more eyes on SPOTS

**LOOKERS:** The largest number of top-rated, audience-building shows are on KRON-TV

**SPONSORS:** The largest number of advertisers use KRON-TV

**HIGHEST ANTENNA** IN CENTRAL CALIFORNIA ASSURES "CLEAR SWEEP" COVERAGE FOR YOUR TV SPOTS ON . . .

## KRON-TV

SELL MORE ON CHANNEL 4

SAN FRANCISCO CHRONICLE • NBC AFFILIATE

Represented nationally by FREE & PETERS, Inc. . . . New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Sts., San Francisco

**TAKING a breather at the NARTB District 7 meeting in Louisville are, seated (l to r): Robert W. Ferguson, executive vice president and general manager, WTRF-AM-FM Bellaire, Ohio; Nathan Lord, vice president and general manager, WAVE Louisville; Mrs. W. I. Orr and Mr. Orr, commercial manager, WBNS Columbus, Ohio. Standing (l to r) are J. Porter Smith, president and commercial manager, WGRC Louisville, and Sam Livingston, business manager and station director, WKYB Paducah.**

**PLEASED over results at the NARTB District 7 meeting in Louisville Nov. 8-9[B•T, Nov. 12] are, seated (l to r): Gene Trace, vice president, general and commercial manager, WBBW Youngstown, Ohio; David G. Taft, general manager, WKRC-FM Cincinnati; Victor A. Sholis, vice president and director, WHAS-AM-FM-TV Louisville, and Harold E. Fellows, NARTB president. Standing (l to r) are Prewitt Lackey, general manager, WPAD Paducah, Ky.; Charles C. Warren, general and commercial manager, WCMI-AM-FM Ashland, Ky., and Robert T. Mason, president and general manager, WMRN Marion, Ohio.**

# OPS RADIO-TV USE *In Anti-Inflation Campaign*

THE GOVERNMENT'S price stabilization officials are calling on radio, television and other media to drive home the need of price controls as part of the anti-inflation campaign, it was revealed last week.

Some of these plans came to light with the announcement by New York OPS officials that radio, TV and screen talent are being asked to record radio announcements promoting the Administration's anti-inflation drive.

The spots—10- and 20-seconds in duration—are to be used initially in the New York area and may be extended to other parts of the country if deemed successful, according to the Office of Price Stabilization.

The announcements would be used during station breaks as public service, with OPS' New York regional office sustaining the cost of recording them, it was understood.

An equally ambitious program to sell the American listening and viewing public on price controls is afoot at OPS Washington headquarters, according to Nathan Colwell, director of OPS' radio-TV-film division .

This project involves the production of eight TV slides to be distributed to regional OPS offices for use on local television outlets. Total of 115 pressings have been made of each of the slides at a cost of $720, and are accompanied with suggested scripts as background for anti-inflation compaigns at the community level.

### Financed by OPS

The production phase is being financed by OPS, with stations expected to carry the recordings without charge as public service features. OPS has insufficient funds to pay for time, it was explained.

The TV plans are under the supervision of OPS Washington. The New York and other area transcription plugs are under the jurisdiction of local agency field offices which exercise autonomy in this respect, it was explained.

One example is a series of 13 15-minute transcribed folk music programs featuring Singer Hank Thompson, now being used by stations in Texas, Oklahoma, Arkansas and Louisiana. Fifty sets of the pressings were turned out at a cost of $746.

Another series is underway in Peoria, Ill., and other midwestern towns, it was revealed. About 50 stations are using copies of *Prices Unlimited* on a weekly basis. WMBD Peoria was reported by OPS to be carrying the show live.

Still another series to be released shortly is a transcription featuring a one-minute dramatized skit on one side, and Announcer Ben Grauer on the other. It will be made available to local stations.

Mr. Colwell scotched published newspaper reports charging that OPS is spending $100,000 "to convince the public with its own money that price control is good."

It was explained that the total expenditures for radio-TV are well under $25,000—the $100,000 sum is earmarked for all public information and media activities. Mr. Colwell also noted that, in the case of transcribed programs for radio, some "name" stars are donating their talent with the permission of James C. Petrillo, AFM president, and other union leaders.

With respect to slides for television, an OPS field office bulletin said they "have turned out exceptionally well and can be used (by television stations) to implement local as well as national messages on a high frequency basis." They are to be mailed sometime this week.

Central character of the slides is "Inflation Imp," a caricature imprinted on a money bag, which OPS envisions as a "public service Mickey Mouse" and feels will have "excellent audience appeal."

Other projects now in the works include two slide films, featuring Roger Pryor, radio and movie personality; transcriptions comprising dramatized announcements, with Announcer Ed Herlihy handling spot copy; and a newsreel series with Robert Montgomery, NBC-TV producer. Plans for these were detailed in OPS' field bulletin.

---

ILLINOIS Gov. Adlai Stevenson is using television to reach public for the first time with special monthly series on WBKB Chicago. Mr. Stevenson chose television "to bring the state government closer to the people," because he has been attempting "to increase every citizen's knowledge of affairs in the state government."

This particular Santa—the one you see on the Christmas Seals—is a very healthy forty-five!

Yes, this is the 45th annual Christmas Seal Sale—a holiday custom that has made possible one of the great social, economic, and medical achievements of the present century.

Your purchase of Christmas Seals has helped save 5,000,000 lives. Yet, tuberculosis kills more people than all other infectious diseases combined.

So, please answer once again the call that comes but once a year—and help make possible the campaign against tuberculosis every day of the year.

Buy Christmas Seals!

WE, at WOAI, have had a 50,000 watt clear channel voice for a long time. We can say, with considerable pride, that WOAI is the Southwest's most powerful advertising influence, and prove it. Now, that voice hasn't changed much in years, but the audience we talk to has increased tremendously! Since 1942, radio families in WOAI's influence have increased nearly 120% — from 349,000 in '42 to 767,000 in '51. WOAI's rate has increased only 13% in the same period. There are about 53,000 TV sets in the San Antonio area. If those homes never listened to WOAI (and we know they still do) WOAI still has more than doubled its audience in the last nine years.

CHECK BMB — CHECK HOOPER — CHECK RESULTS — YOU'LL FIND WOAI IS A BETTER THAN EVER BUY!

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

NBC-TQN

*Represented Nationally by*

EDWARD PETRY & COMPANY, INC.
NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT

# TV DIFFERENT ABROAD

## Veteran News Editor Tells Why

By RICHARD OBERLIN

THERE have been a number of surveys of how TV is getting along in those nations of the world which have TV, but these have been technical surveys, and, for the most part, somewhat inaccurate.

To my knowledge, nobody has tried to answer the question that every good newsman knows often is the heart of a story, the "why" of it.

For this reason it gave me real pleasure this past summer and early autumn to have an opportunity to check the status of television in Britain and France.

The differences are astounding, yet the answer to that key question, "why," turns out to be a fairly simple one.

Officials of French television recently estimated the number of legally licensed sets in the country at about 8,000. To this, add about 1,200 in the possession of TV and government officials who do not pay licenses. Then add the French temperament and deep loathing of taxes, and you come up with a figure of about 20,000 sets in the country.

The owner of one of these tried to give it away. Because, she explained, "It was a bad investment. There's nothing to see. No programs. Just old movies that are pretty bad. Or dull movies."

In striking contrast, TV sets in Britain have been selling like ice cream cones and sugar candy at a state fair. Britain now has about one-tenth the number of television receivers that we have in the United States. And one-fourth the population.

The reason television has caught on in England and failed miserably, at least so far, in France, is because there's good programming on the one hand and bad programming on the other.

French emphasis is on technical development. They're spending a disproportionate amount of a small, fixed budget for development of the finest technical television in the world.

This is short-sighted, of course, because the greater the number of lines, the more costly the receiver. The French economy is such that television officials should be shooting for the cheapest possible means, not the most expensive.

British programming does not, of course, compare with that of the U. S. It does a first rate job, though, for Britain.

BBC-TV has four mobile units which are shunted around like chess-men to pick up anything that will make a good show. Because there are no "commercial commitments," if they get a good show going, they'll just keep it going as long as they please.

The Thames boat races, national cricket matches, tennis and other sports events have audiences hanging onto the picture just like our World Series.

News is consistently the favorite television program in England. There's a fresh, 15-minute newsreel each Monday, Wednesday and Friday, with play-back Tuesday, Thursday and Saturday. On Sunday night there is the old, familiar edited "story-of-the-week" feature.

However, one top BBC-TV official told me they are planning a fresh newsreel each day.

This 15-minute film show is turned out by a staff of seven cameramen, of whom two are assigned to getting feature newsreel film for the children's own special newsreel. (Which might be a good idea for somebody in the business here at home.)

The different attitudes of those in charge of television in the two countries undoubtedly has much to do with current results.

One BBC-TV man told me: "If we use more than one hour of film in four hours of programming—exclusive of the newsreel—we don't think we're using the medium. We try to cut film to a minimum."

There is an hour of test pattern telecast from 11 a.m. to noon each day for the benefit of servicemen,

*(Continued on page 122)*

Mr. Oberlin

**DICK OBERLIN, news director of WHAS-AM-FM-TV Louisville, is a veteran newsman of 12 years' newspaper and five years' radio experience. While under his guidance, the WHAS newsroom was cited in 1949 by the National Assn. of Radio News Directors as the best in broadcasting for service to the community. WHAS-TV in 1950 was given an award for outstanding programming in the TV news field. He has under his direction a complete TV and radio news staff.**


Glad to have you aboard, Pardner...

When the Amarillo Chamber of Commerce hired a consulting engineer to help heal some of our growing pains, he suggested, after listening to us tell a few things about cattle, wheat, oil, gas, and industrial expansion, that we only needed one thing.

"What you need," he said, "is a seacoast. *And you can have it!*"

Now, we know it's hard to lie about Texas in general, and Amarillo in particular, but that seacoast palaver stumped us.

"How?" we asked.

"Not at all tough for you guys," he explained. "You got pipe lines running all the way to the East coast. All you have to do is dip the Eastern end in the Atlantic, and if you can suck the way you can blow, in a matter of hours you'll pull enough salt water into Polk Street to have an ocean at your front door."

* * *

*So, as a Texas sailor to a great network, we're glad to have you aboard, NBC—and glad to be aboard—on your 25th Anniversary.*

KGNC
☆ Amarillo

710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

NBC has been a KGNC affiliate since 1936

# WPTF

## NORTH CAROLINA'S No. 1 SALESMAN

*Salutes*

# NBC

## AMERICA'S No. 1 NETWORK

## ON ITS 25th Anniversary

**WPTF**

**ALSO WPTF-FM**

**50,000 WATTS · 680 KC.**

**AFFILIATE for RALEIGH-DURHAM & Eastern North Carolina**

**National Rep. FREE & PETERS, Inc.**

# PRAISES UHF

## VHF Interference Cited

By WELLS CHAPIN
CHIEF ENGINEER, WIL ST. LOUIS

THE FCC was exactly right in establishing the now famous TV freeze.

The only objection is that it should have been put on before so many sets had been built for the present channels.

Let's look at the facts.

For years amateur radio operators have had the time of their lives talking to all states and some foreign countries on 50-54 mc, a band that butts right against TV Channel 2 (54-60 mc). Taxicabs and police cars operating in the 150 mc communication band have answered calls and found out, much to their embarrassment, that the streets were hundreds of miles away in other cities. Amateurs have accomplished plenty of DX on a band of 144 mc.

The simple fact is that right now in certain eastern areas and two midwest areas the public will be watching its TV set and its favorite show when all of a sudden, without touching the set, out goes the picture and in comes another. Or, even more repulsive, two pictures occupy the screen at once.

*Radio News* has a regular column devoted to TV DX reception. *QST*, the amateur radio magazine, at one time had a DX column, but DX on frequencies comparable to the 12 TV channels became so numerous and such an accepted fact that the column was discontinued.

When hundreds of TV stations occupy the present TV channels, a serious interference problem can and will develop.

The human ear can stand a lot of abuse, as witnessed by the music behind talk, heterodynes, static, monkey chatter, whistles, and other noises we have strained to hear a program through on the present AM band.

The eye is a different proposition. Just take your home movie equipment and put two pictures on the screen at the same time. People are not tolerant of even just a little distortion in the picture. Heaven help the TV service man explaining away two pictures!

Now let's take Channels 14 to 83, or 216-890 mc. There will be some interference even on these high frequencies, but this problem will not be nearly so aggravated as it will be on the present TV channels.

Dust off your old issues of BROADCASTING • TELECASTING and read the articles of some manufacturers who said that 490-890 mc would not work. Compare their statements then to what they say now. What a reversal of policy!

Could it be that they now are in a position to build the equipment, and want to, that suddenly a useless band is proven a savior of a nationwide TV system, and all their previous statements are completely reversed.

Let's take a look at the technical problems involved. An engineer would rather build a receiver for 490-890 mc than one for Channels 2 to 13. Instead of coils and condensers, the tube itself can replace these. Crystal detection adapts itself readily. Transit time tubes can be used.

Transmitters giving an effective radiated power of 120 kw can be purchased now for the 490-890 mc band. Powers up to 500 kw are not beyond the realm of possibility. Waveguides will make their appearance plus a lot of other tricks learned in radar during World War II. Good, cheaply-built adapters will be the rule and not the exception to adapt the present TV sets to receive the new channels.

To sum up the TV channels situation, the future nationwide TV system has its salvation in the range 216-890 mc and higher.

Further, the FCC allocation plan, as presented, will be adopted finally just about as proposed. It

Mr. CHAPIN

is as workable a plan as can be salvaged.

With the adoption of the new proposed allocations, there will not be enough channels between 2 and 13 to go around in most areas. Therefore, look for prolonged hearings, appeals from decisions, court appeals and other normal delays to applicants, some of whom are cognizant of the troubles to be encountered on Channels 2 to 13, but who still think they can get in and out and make money before the interference and other problems develop.

In the meantime, other hardy souls will pioneer the new band and be on the air years before those desiring Channels 2 to 13.

In the new TV towns, or those with one or two stations, this pioneering should not be any more difficult than opening up the very first station. It probably will be much easier because the viewers, their appetites whetted by some good shows, will be anxious to receive new stations. It should be fairly easy to sell a converter to present TV set owners and all new sets will have the new bands on them.

## PIGSKIN PARADE

### WPPA Airs Heavy Schedule

SPORTS fans in the listening area of WPPA-AM-FM Pottsville, Pa., need never want for football broadcasts if a sample schedule of that station's coverage serves as any criterion. WPPA claims, in fact, to be the most pigskin-minded station in the nation.

The station's logs for the last weekend in October read like a sports page on some metropolitan newspaper, listing 10 games. Here's a rundown furnished by the station:

On Thursday (Oct. 25), WPPA carried the Clemson-South Carolina college game in the afternoon and the Schuylkill Haven-Frackville high school tilt that evening. Following evening, station aired three grid contests play-by-play: Pottsville vs. Berwick (high schools) on WPPA-AM and Shenandoah vs. Tamaqua High on WPPA-FM, both at the same time, and the second half of the Miami U.-Mississippi college game.

On Saturday WPPA kicked off with Columbia-Army at 1:45 p.m., followed with Stanford vs. Washington U. at 4:45 p.m., and wound up with the Maryland-Louisiana State U. fracas at 9 p.m. On Sunday, it carried the Green Bay-New York Yankees and Los Angeles Rams-San Francisco 49ers professional games.

## VOICE THROTTLE

### Code Deferred by UN

A SUGGESTED international code which a House GOP bloc contends would throttle the Voice of America overseas has been deferred by the United Nations General Assembly in Paris.

This was reported Nov. 15 by Rep. Charles F. Kersten (R-Wis.) on the basis of information relayed to him by the State Dept. He quoted the department as saying the assembly had stricken from its agenda a code on "offenses against the peace and security of mankind."

Rep. Kersten was one of a group of 25 House Republicans who protested the code in a cablegram to Secretary of State Dean Acheson Nov. 10. They expressed hope the code would be deleted or at least revised. In its present form, they told Mr. Acheson, the Voice would be shorn of much of its propaganda artillery.


Best Wishes . . . NBC

ON YOUR

SILVER JUBILEE

YOUR chimes have been ringing-out good listening to our 66,130 BMB listeners in the 14 West-Central Wisconsin counties served by WEAU.

OUR eleven years of NBC affiliation have been most pleasant and profitable.

WE'RE proud to bring NBC into our rich market. Eau Claire is rated as one of the highest-paying industrial cities in Wisconsin. The surrounding area is a panorama of rich dairy farms and bustling business towns.

790 kc. WEAU 5,000 watts

94.1 mcg. WEAU-FM 60,000 watts

EAU CLAIRE, WISCONSIN

"An Island of Industry in a Sea of Agriculture"

*Happy Anniversary*

to **NBC...**

. . . . ∿ . . . .

**"It couldn't happen to a nicer network"**

. . . . ∿ . . . .

*From all of us at*

**WBAL**

IN BALTIMORE

NBC Affiliate

NBC
BOTH 25 YEARS IN RADIO
KFSD
SAN DIEGO'S WINNING COMBINATION

**IT PAYS to be an advertiser on KGNC Amarillo, Tex.— or so this minor junket to Nov. 3 Texas-Southern Methodist U. football game would indicate. Twenty-one clients, representing a combined total of 147 years of advertising on KGNC, prepare to take off for game as guests of station and Manager Tom Kritser (second from right). 700-mile trip, coupled with buffet dinner at Dallas' Baker Hotel and choice seats at game, were Mr. Kritser's way of saying "thanks" for biggest year in KGNC's 29-year history. Accompanying Mr. Kritser were two KGNC account executives, Bill Clarke and Bob Zellermeyer.**

## WLW STUDENT TOUR

### Visit Bethany 'Voice'

WLW Cincinnati was host to nine visiting German journalists and some 50 U. of Kentucky radio arts students last Friday, who toured the station as part of a reorientation program to acquaint them with American freedom of the press.

According to Gilbert W. Kingsbury, administative assistant to the president of WLW, the German visitors have been attending the university on special arrangement with the State Dept. Highlight of the tour was a tour of the Voice of America transmitter site in Bethany, Ohio, which is operated for the department by the Crosley Broadcasting Corp. (WLW). R. J. Rockwell, vice president in charge of engineering, explained the Voice operation to the visitors. During the tour, the students watched radio and TV show rehearsals.

## KOREAN NETWORK

### *AFRS Adds Mobile Unit*

A NEW 250 w mobile station named Troubador will be added soon to the Korean Network of the Armed Forces Radio Service, the Far East Commander has announced. This addition would increase the number of AFRS stations to five. All are 250 w mobile units with the exception of one, a fixed station which operates with 1 kw.

A large truck contains all that is necessary to keep the mobile stations in operation. The mobile stations are housed in vehicles to enable them to operate close to the front lines.

Troops in Korea hear recordings of top programs furnished by CBS, NBC, MBS and ABC. These are the same programs that are played over AFRS network in other overseas areas. In addition, some programs such as news and disc-jockey shows are produced locally.

## WLWT TOURNAMENT

### Matches Begun Saturday

WLWT (TV) Cincinnati's second championship wrestling tournament was to open Nov. 24, Dwight Martin, vice president and assistant general manager of Crosley Broadcasting Corp., announced last week.

Mr. Martin explained his company was following up its initial men's tourney, concluded last July, because of the tremendous viewer interest in the area covered by WLWD (TV) Dayton, WLWC (TV) Columbus and WLWT.

Both men and women competitions will be held. Stake in the women's matches is $1,500. Men will compete for $2,000, and a chance for the WLWT title and championship belt.

"SUSAN'S HOW TO COOK BOOK," published by A. A. Wyn Inc., N. Y., and compiled by Susan Adams, homemaking commentator (WABD New York, 10:30-11 a.m., daily), will be released nationally today (Monday). Book, totalling over 300 recipes, will specialize in food, nutrition and homemaking including advice on kitchen equipment and menu-planning.

*Harvest a Bumper Crop of Sales*
IN GREATER MIAMI
Use The Station That's Favored By Local Advertisers

It's just plain good sense for you boys to ride along with our local boys. They're here on the spot checking results day by day... and, day *after* day, week *after* week, they're buying more and more time on WIOD.

For the details about our Quarter of a Century of outstanding service to Southeastern Florida, call our Rep, The Bolling Company.

Established January 18, 1926
WIOD
James M. LeGate, *General Manager*
5,000 WATTS · 610 KC · NBC

*Congratulations to...*

*on it's* **SILVER ANNIVERSARY**

*from*

**KPRC**

**HOUSTON**

**FIRST** *in the* *South's First Market* *for* **26 YEARS**

Congratulations to NBC on its SILVER JUBILEE

WHAM—Rochester's oldest and largest station—is very proud of its affiliation with NBC, a friendly association dating back to 1927. We're glad to join with the entire industry in saluting NBC's outstanding leadership—past and present.

*Note to Time-Buyers:*

One of the great advantages enjoyed by NBC in prosperous Western New York is the superior coverage of clear-channel, 50,000-watt WHAM —a coverage many times greater than that of any other Rochester station.

WHAM

The Stromberg-Carlson Station
Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE


## TV Different

*(Continued from page 116)*

a couple of hours of women's fare in the afternoon, a children's hour and nighttime, family entertainment. Incidentally, BBC-TV is off the air between these periods. And they are not above taking a five-minute intermission to change scenery in a drama.

In France, the only television is at night, usually a "feature film." Of a total of about 20 hours a week on the air, five hours or less are live. This is mostly drama, adapted from the stage.

Today, once you've said "The U.S., Britain and France," you've said television as far as the world is concerned. Other nations are just starting particularly Latin and South America, but have so few sets in use that they are just beginning to count.

The difference between success in two nations and failure in the other is programming. TV is snowballing in England just as it is in the U.S. because it's good entertainment that costs nothing once the set is paid for. It is gaining such popularity there because a good, intelligent job of trying to provide entertaining and informative programs is being done.

Television in France is snorted at, scorned, a joking matter, because so far TV-France has made no effort to provide entertainment that's anywhere near as appealing to the Frenchman as sitting in his sidewalk cafe, having his aperitif.

## 'ATOMIC ATTACK'

### WJAR-TV Covers CD Games

WJAR-TV Providence on Nov. 4 telecast a starkly realistic simulated version of civil defense activity after an atomic attack.

With three cameras in operation on streets of downtown Providence, viewers saw and heard the "wounded" cry for aid, the "dead" and "injured" being removed, explosions and repair of gas and water mains and the rapid work of the radiological monitoring teams. Frantic viewers, despite adequate and frequent explanation that it was only a make-believe attack, phoned the station for information or to volunteer their service.

The program, *Operation Rhode Island*, was presented with the cooperation of the Rhode Island Council of Defense. Arrangements had been made six weeks beforehand by Norman A. Gittelson, WJAR program director. The one-hour remote was produced and directed by Lewis I. Schwartz, production manager, with assistance from Warren S. Park and Manning Tesser, staff directors. Announcers were Jim Brennan and Russ Van Arsdale.

## SPECIAL DJ

### WCCC Owner Heard on WTIC

*Mr. Savitt (l) as he appeared on Ross Miller's program.*

WILLIAM SAVITT, owner of WCCC Hartford, has had the unusual pleasure of wishing his own station a happy fourth birthday anniversary over a rival station, WTIC Hartford.

Mr. Savitt, a leading jeweler, was one of several civic and state leaders who appeared as a guest "VIP DJ's" to spin favorite platters over WTIC's program, *Juke Box Jingles*. Jingles are written by Ross Miller, who conducts the program for WTIC.

*Juke Box Jingles*, a 15-minute program, is aired Monday through Saturday. It is on Friday that prominent citizens appear as "disc jockey for a day."

## CANADIAN TV

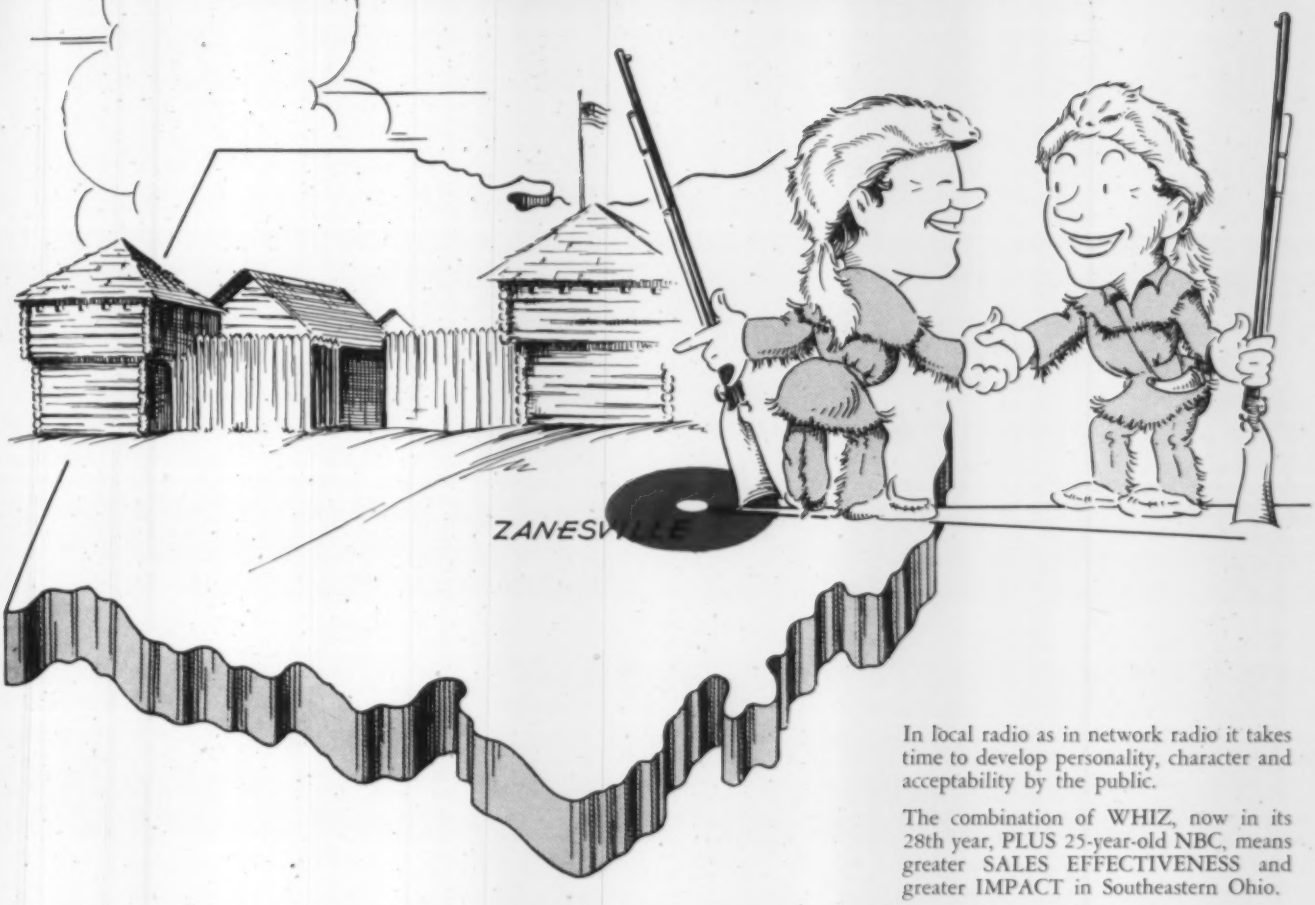
### Relays Are Proposed

EASTERN CANADA is getting ready for its first television relay operations with tenders called for construction of first relay station by Bell Telephone Co. of Canada, Toronto. A two-story penthouse on top of the downtown Toronto 12-story telephone building is to be built soon to house relay station. Tower 150 ft. above the penthouse will be installed on roof of building already bristling with high frequency antennas.

In addition, tenders will be called for construction of one relay station at Fonthill, Ontario, between Toronto and Buffalo, for piping in U. S. TV programs, and 11 stations will be built between Toronto and Montreal, 330 miles distance, for relaying U. S. TV network shows and Canadian TV shows originating in either city. Cost of entire project including equipment is expected to be about $5 million. Bell Telephone has an arrangement with Canadian Broadcasting Corp. for leasing TV relay system when needed at $200,000 yearly on a five year contract.

VOICE of America has recorded five installments of *Against the Storm* (ABC, Mon. through Fri., 10:45-11 a.m. EST) from the broadcast week of Nov. 5 for future transmission in Europe, Latin America, and the Far East as an illustration of "the high quality" of American radio.

# from one pioneer to another....




In local radio as in network radio it takes time to develop personality, character and acceptability by the public.

The combination of WHIZ, now in its 28th year, PLUS 25-year-old NBC, means greater SALES EFFECTIVENESS and greater IMPACT in Southeastern Ohio.

For 28 years WHIZ has established programming designed for the folks in Southeastern Ohio.

And over these years WHIZ has developed personalities on-the-air who are as much a part of the Zanesville scene as our city's famous Y bridge on U. S. highway 40.

Years of experience in radio broadcasting is an invaluable asset to today's national and local advertisers—an additional "value received" on WHIZ and NBC.

affiliated with NBC

# WHIZ

ZANESVILLE, OHIO

VERNON A. NOLTE, MANAGER

# CHRONOLOGY OF NBC: 1926 – 1951

**1926**

**Sept. 9**—The National Broadcasting Co. was organized as a service of the Radio Corp. of America with the aim "to provide the best programs available for broadcasting in the United States." Merlin Hall Aylesworth was named first president of NBC.

**Nov. 15**—Inaugural program of the NBC Network over 21 charter affiliated and four specially-added stations. The broadcast included Walter Damrosch and the New York Symphony Orchestra, Will Rogers, Weber and Fields, Mary Garden, Titta Ruffo, New York Oratorio Society with Albert Stoessel, the Edwin Franko Goldman Band, and the Vincent Lopez, Ben Bernie, B.A. Rolfe and George Olsen Orchestras.

**1927**

**Jan. 1**—The NBC-Blue network, established by RCA-NBC with WJZ as the key station, began operation as an adjunct to NBC-Red (the original network of which WEAF was the key).

**NBC Silver Jubilee**

**Jan. 1**—First coast-to-coast program using a hookup of 4,000 miles to broadcast the Rose Bowl football game from Pasadena, Calif.

**Jan. 5**—General Foods sponsored its first radio series.

**Feb. 6**—The famous *Collier's Hour* began.

**Feb. 18**—*Cities Service Concerts* began its series now known as the *Band of America*.

**Feb. 22**—President Calvin Coolidge's Washington Birthday address was broadcast on a coast-to-coast NBC network of 42 stations.

**April 11**—The NBC Pacific Coast network was organized.

**June 11**—Arrival of Charles A. Lindbergh in Washington, D. C., after historic flight to Paris, was broadcast on a coast-to-coast network.

**July 24**—First broadcast linking U. S. and Canadian stations.

**Aug. 7**—Dedication of the International Peace Bridge at Niagara Falls. Participants included the Prince of Wales, Prince George, Premier Baldwin of Great Britain, Vice President Charles Dawes and New York's Gov. Alfred E. Smith.

**Sept. 22**—Tunney vs. Dempsey prizefight broadcast from Chicago over 69 stations largest network of stations ever to carry a program up to this date.

**Oct. 1**—NBC studios were opened at 711 Fifth Ave., New York City.

**Nov. 7**—General Motors began its first series on NBC.

**Dec. 2**—*Palmolive Hour* began.

**1928**

**Jan. 4**—Al Jolson made his radio debut.

**Jan. 16**—First program broadcast from the West Indies when President Coolidge opened the Pan-American Conference in Havana.

**April 4**—NBC received its first television station construction permit.

**June 3**—*The National Radio Pulpit* became a network show. (Had been on air locally since May 6, 1923.)

**June 12-15**—Broadcast coverage of the Republican Convention.

**June 26-29**—Broadcast coverage of the Democratic Convention including keynote address by Claude Bowers, editorial writer of New York *World*.

**Aug. 6**—Beginning of *Real Folks*, one of the first dramatic serials on the air.

**Oct. 2**—First broadcast of NBC's *National Farm and Home Hour*.

**Oct. 26**—The NBC *Music Appreciation Hour* with Dr. Walter Damrosch began.

**Nov. 6**—Complete broadcast coverage of election returns.

**Dec. 4**—The current *Voice of Firestone* program began.

**Dec. 23**—Inauguration of NBC coast-to-coast network of 58 stations on a permanent basis.

**1929**

**Jan. 1**—Inauguration of Franklin D. Roosevelt as Governor of New York.

**Jan. 1**—California-Georgia Tech football game from Rose Bowl broadcast over network of 44 stations.

**Jan. 18**—Rudy Vallee began his career on NBC.

**Feb. 1**—First shortwave broadcast from England relayed over NBC network. Program offered a symphony concert from Queen's Hall, London.

**Feb. 6**—First of regular weekly West-to-East programs broadcast from San Francisco.

**Feb. 22**—First airplane broadcast, *Over and Under New York*—first field radio pickup.

**Mar. 4**—Inauguration ceremonies of President Hoover and Vice President Curtis.

**July 7**—First rebroadcast from Sydney, Australia.

**July 7**—Thanksgiving services for the recovery of ailing King George of England held in Westminster Abbey.

**Aug. 12**—A parachute jumper broadcast over NBC as he floated down to earth. The jumper was equipped with a 25-pound, 2-watt pack transmitter.

**Aug. 19**—*Amos 'n' Andy* began on NBC.

**Oct. 26**—First broadcast from Holland.

**November** — The famous NBC chimes were first used at the start of programs.

**Nov. 20**—*The Rise of the Goldbergs* began on NBC.

**Dec. 25**—International exchange program from England, Germany, Holland and France.

**1930**

**Jan. 21**—Opening session of London Naval Parley broadcast. King George V welcomed delegates to the conference and was heard in his first world-wide broadcast.

**March 2**—*Catholic Hour* began current series.

**March 12**—First two-way conversation between NBC officials and Admiral Byrd, Antarctic explorer, after his arrival in Dunedin, New Zealand.

**March 16**—First broadcast from a ship at sea to listeners on shore.

**April 1**—Broadcast from Bronx Zoo making first use of mobile unit equipped for radio transmission.

**April**—First regular sponsored series originating on the Pacific Coast for nationwide broadcasting (California Packing Co. from San Francisco).

**April 30**—Conversation between Marconi aboard his yacht off the west coast of Italy and NBC officials in New York.

**May 12**—First use of parabolic microphone.

**May 31**—Arrival of the *Graf Zeppelin* at Lakehurst, N. J.

**June** —Plans announced for $250,000,000 Radio City to be built by John D. Rockefeller interests in New York and to become home of NBC.

**June 19**—New York's reception to Admiral Byrd on his return from the Antarctic.

**July 7**—NBC's first television broadcast.

**July 30**—Pioneer television station W2XBS opened in New York by NBC.

**Sept. 14**—First broadcast from Merchandise Mart, NBC's Chicago studios.

**Sept. 29**—Lowell Thomas began series of news commentaries.

**Oct. 1**—First sample (premium) offered to listeners by NBC advertiser.

**Nov. 30**—Fred Allen made radio debut (guest spot).

**Dec. 9**—First broadcast from a submarine.

**Dec. 11**—Broadcast of Prof. Albert Einstein's arrival in New York.

**1931**

**April** — First time announcers

*(Continued on page 126)*

**(Editor's Note: Considerable source material for this chronology was supplied by NBC Program Analysis Division and by Orrin E. Dunlap Jr., vice president of RCA and author of "Dunlap's Radio and Television Almanac")**


WIBA

FOR 26 YEARS THE DOMINANT STATION IN MADISON, EXTENDS CONGRATULATIONS & BEST WISHES TO

NBC

ITS MADISON AFFILIATE FOR 20 YEARS

*Owned and operated by*

BADGER BROADCASTING CO.

RADIO PARK MADISON, WIS.

# NBC

# KVOO

*Congratulations* to the National Broadcasting Company on the completion of 25 years of notable service to the people of America!

As an affiliate of NBC since 1927 we take understandable pride in the achievements of our network during the past turbulent quarter of a century, and we look forward with confident anticipation that the future in AM radio and NBC will be even more inspiring and satisfying.

At this quarter century milestone it is well for us all to remember that American radio operates as free enterprise and that free enterprise guarantees a free America!

**RADIO STATION KVOO**

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

## Chronology of NBC

*(Continued from page 124)*

in general were used as an integral part of the cast when James Wallington became straight man to Comedian Eddie Cantor.

**May 1**—Dedication of the Empire State Bldg., New York.

**May 23**—Description of the Army air maneuvers of 672 planes over New York City, including a mimic battle, activities of pursuit planes and the laying of a smoke screen.

**June** —NBC facsimile broadcasts began over W3XL.

**June** —The Empire State Bldg., world's tallest skyscraper, was selected as the place for NBC's television transmitter.

**October**—NBC announcers made the first radio broadcast with test flights of the American Clipper airships.

**Oct. 11**—*American Album of Familiar Music* began at NBC.

**Oct. 30**—Start of 120-line television transmission from W2XBS atop the Empire State Bldg.

**Dec. 12**—In honoring Guglielmo Marconi on the 30th anniversary of his first trans-atlantic wireless message, NBC broadcast around-the-world roll call of 14 nations on four continents.

**Dec. 25**—First broadcast of the regular series of Metropolitan Opera broadcasts—"Hansel and Gretel"—over combined NBC Red and Blue networks.

### 1932

**Jan. 20**—Floyd Gibbons and Gen. Shigeru Honjo, leader of the Japanese military forces, broadcast from the battlefields of Manchuria.

**Jan. 31**—World Disarmament Conference at Geneva, Switzerland. Broadcast of official opening address and 40 talks by William Hard, authority on international affairs, who introduced the various delegates at the conference.

**Feb. 4**—Vocalist Jane Froman began a series which established her in radio.

**March 2**—Announcement of the the kidnapping of Charles A. Lindbergh Jr., on March 2, followed by hourly bulletins of the developments in the case. Regular network broadcasts on the case continued until March 8.

**April 26**—Ed Wynn made radio debut in long program series.

**April 29**—*One Man's Family* began its career on NBC.

**May 2**—Jack Benny began first radio series.

**Aug. 12**—First two-way conversation between a glider and the land.

**Aug. 17**—Prof. Augusta Piccard told of his sensations in making a record balloon ascension of more than 10 miles.

**Sept. 8**—Jack Pearl made his radio debut as Baron Munchausen.

**Sept. 22** — Scientist William Beebe, broadcast from his "Bathysphere" as he descended 2,200 feet below the surface of the ocean off the coast of Bermuda.

**Oct. 6**—Beginning of *Captain Henry's Maxwell House Show Boat* series which brought such names to radio popularity as Charles Winninger, Jules Bledsoe, Lanny Ross, Annette Hanshaw and others.

**Nov. 28**—Groucho Marx made radio debut.

### 1933

**Jan. 7**—World Premiere of "Emperor Jones" by Louis Gruenberg, by Metropolitan Opera Co.

**Jan. 23**—Dr. Albert Einstein made only radio address during his American visit discussing "America and the World Situation."

**Feb. 1**—Adolf Hitler outlined his policies in an address rebroadcast here.

**Feb. 11**—Pope Pius XI and Senatore Marconi heard during ceremonies inaugurating new Vatican radio system.

**March 4**—The most intricate broadcast to date was President Roosevelt's inauguration and the inaugural parade.

**March 9**—Opening of 73d Congress—First broadcast from the floor of the House of Representatives.

**March 12**—First "Fireside Chat" by President Roosevelt as he addressed the nation explaining the banking moratorium.

**April 1**—Ceremonies incident to Pope Pius' opening of the Holy Door of the Basilica of St. Peter's were broadcast from Vatican City.

**April 4**—NBC shortwave equipment installed along the New Jersey shore carried the first story of the dirigible *Akron* disaster.

**April 11**—George Bernard Shaw was heard via NBC in only American talk.

**May 17**—Address of Adolf Hitler delivered before the German Reichstag in Berlin, announcing Germany's foreign policy under the Nazi Regime.

**May 26**—Formal opening of the Century of Progress Fair, Chicago.

**June 8**—Bob Hope made radio debut.

**June 12**—Opening of the World Economic and Monetary Conference in London, England. King George V delivered opening speech and Ramsay MacDonald delivered the keynote speech.

**Aug. 5**—NBC inaugurated the first regular interchange of programs with Canada, through cooperation of the Canadian Radio Broadcasting Commission.

**Aug. 19**—*National Barn Dance* began broadcast series.

**Oct. 15**—Start of *Chicago Round Table* series.

**Oct. 21**—The first regularly scheduled program from Russia to be broadcast in the U. S., was carried by NBC from Moscow.

**Oct. 22-26**—First broadcast from


SILVER JUBILEE GREETINGS TO NBC... from

KGHL

BILLINGS, MONTANA, NBC since 1931

the dominant station* in Montana and Wyoming

KGHL
5,000W - 790KC
NBC
Represented by
The Katz Agency, Inc.

*Largest Audience, Day or Night, of any Montana or Wyoming Radio Station, according to BMB Study No. 2, Spring 1949.

Footnote: In 1952, KGHL will celebrate its 25th year of broadcasting.

the *Graf Zeppelin* while flying over the Atlantic from South America to Miami.

**Nov. 11**—NBC's first broadcast from Radio City. M. H. Aylesworth, David Sarnoff, Owen D. Young, Gen. James G. Harbord and Sir John Reith of BBC spoke. The following artists were heard: Jane Cowl, Jessica Dragonette, the Revelers, Frank Munn, Virginia Rea, Walter Damrosch, John McCormack, Maria Jeritza, Rudy Vallee, Will Rogers, Amos 'n' Andy, Paul Whiteman and the Schola Cantorum Choir.

**Nov. 12**—A 400-piece symphony orchestra, largest ever assembled for a broadcast, played from Radio City under a group of famous conductors.

**Nov. 15**—Foreign nations sent special programs to NBC in celebration of its seventh anniversary and opening of Radio City studios.

**Nov. 17**—Two-way conversation between Maxim Litvinoff, Russian Commissar for Foreign Affairs, speaking from Washington and his wife speaking from Russia—same day as Russian recognition was announced.

**Nov. 20**—NBC Radio City guided tour was inaugurated.

**Nov. 20**—Commander Settle and Major Fordney were heard over NBC as they floated 10 miles above the earth in a U. S. Army stratosphere balloon.

**Dec.**—First sponsored series of opera from the Metropolitan Opera House (American Tobacco Co).

**Dec. 13**—The first program from India was heard in the U. S. over NBC from Bombay.

**1934**

**Jan. 14**—Radio City Music Hall concerts began on NBC.

**Jan. 30**—President Roosevelt Birthday Ball on the combined facilities of NBC Red and Blue networks.

**Feb. 22**—Description of the funeral services for Albert held in Brussels, Belgium.

**March 16**—Air mail hearings broadcast from Caucus Room of U. S. Senate. Col. Charles A. Lindbergh interrogated by Sen. Kenneth D. McKellar of Tenn.

**May 13**—As a prelude to the 300th season of the famous Passion Play, a two-way trans-Atlantic conversation was held between Anton Lang, who formerly portrayed the role of Christ, in Oberammergau, Germany, and his son Anton Lang Jr., in Washington.

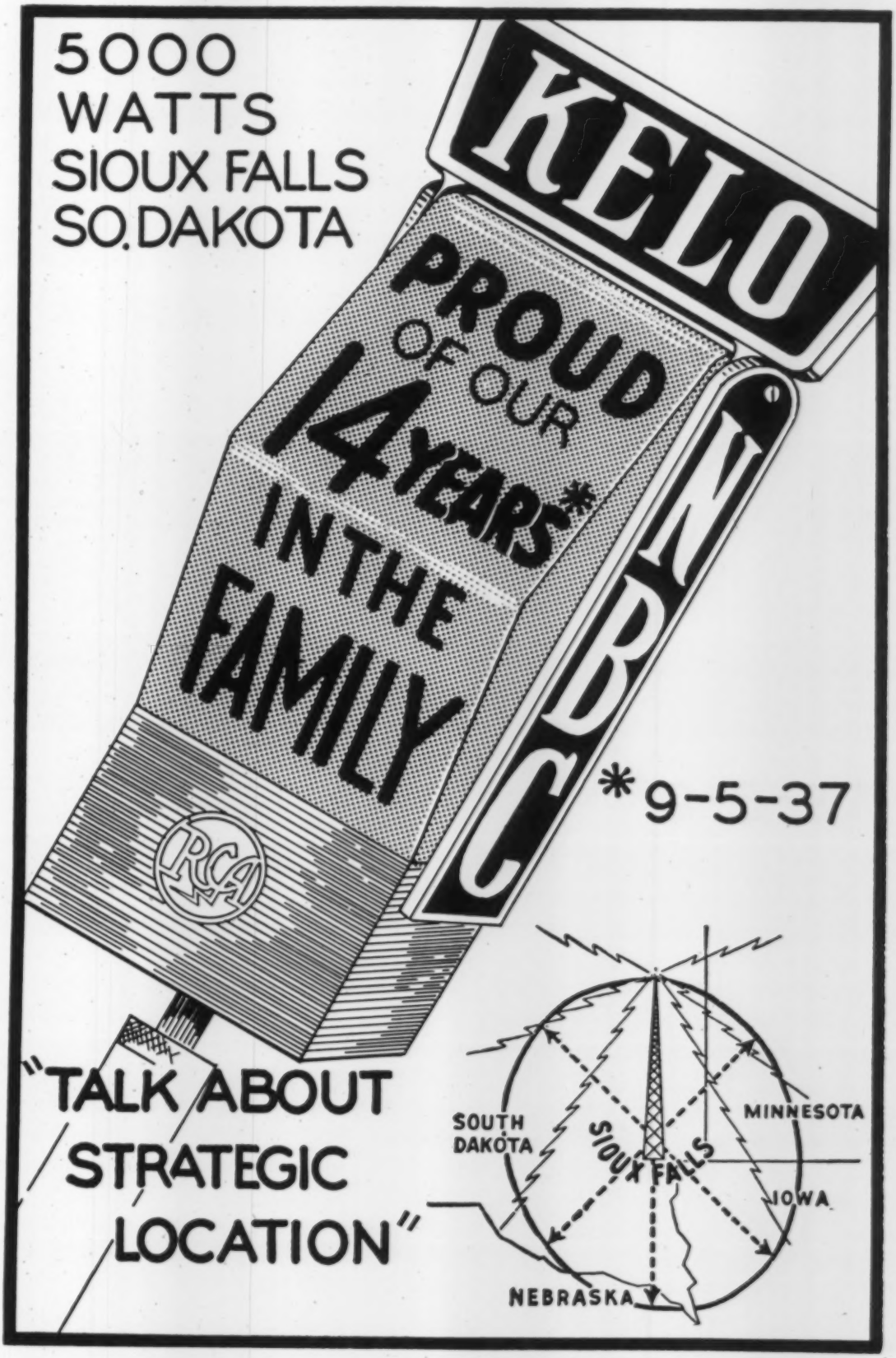
**May 31**—Broadcast of President Roosevelt's review of the U. S. Battle Fleet.

**July 13**—Adolf Hitler's address before the German Reichstag in Berlin with a resume in English by Victor F. Ridder.

**July 15**—First regularly sponsored series of international broadcasts begun by Gulf Oil Co.

**July 28**—U. S. Army's stratosphere balloonists in a two-way conversation broadcast until they

*(Continued on page 128)*

## Chronology of NBC

*(Continued from page 127)*

were forced to throw radio equipment overboard to lighten the load after climbing to 61,000 feet.

**Sept. 14**—Description of International Yacht Races for the America's Cup held at Newport, R. I.

**Sept. 15**—*The Gibson Family* premiere. First musical comedy with music especially composed for radio.

**Sept. 18**—Address by Wilhelmina, Queen of the Netherlands, at the opening of the Dutch Parliament.

**Sept. 22**—First voice broadcast around the world in a fraction of a second demonstrated by shortwave station W2XAF Schenectady, N. Y., and broadcast by NBC.

**Sept. 26**—Ceremonies attending the launching of the largest ship in the world, the Cunard liner N 534,

**NBC Silver Jubilee**

later named the *Queen Mary*. Address by King George and Queen Mary from Clydebank, England.

**Oct. 6**—Premier Mussolini from Milan spoke on "Foreign and Social Policy." The program included a preliminary commentary, and an English summary.

**Nov. 8**—*Kraft Music Hall* began long run on NBC.

**Nov. 29**—Wedding of Prince George of England and Princess Marina of Greece at Westminster Abbey, London.

**Dec. 25**—The *Empire Exchange* brought Christmas greetings from many parts of the British Empire.

### 1935

**April 16**—*Fibber McGee and Molly* began NBC series.

**April 21**—First broadcast from the Coliseum in Rome on Easter Sunday with music and songs by choral groups.

**April 25**—Guglielmo Marconi's 61st birthday saluated by radio from ships at sea, from Admiral Byrd at the South Pole and from the *Graf Zeppelin* flying across the Atlantic.

**May 6**—Golden Jubilee Celebration of King George V of England broadcast from St. Paul's Cathedral in London with greetings from all parts of the British Empire.

**May 19**—The first broadcast of canonization ceremonies. Pope Pius officiated at canonization of the English Martyrs, Sir Thomas Moore and Cardinal John Fisher.

**May 28**—Dionne Quintuplets' first birthday anniversary from Dafoe Hospital, Callendar, Canada. Short talk by Dr. Dafoe and Canadian officials. Babies were heard gurgling.

**May 29 to June 6**—Description of the sailing and New York arrival of the *Normandie* on her maiden trip.

**May 30**—Start of *America's Town Meeting of the Air* series.

**July 2**—First broadcast in history from Mt. Vesuvius in Italy. The actual sounds of the flowing lava and the hissing steam were heard as a microphone was placed within the crater.

**Aug. 23-24**—U. S. Army maneuvers at Pine Camp, N. Y., were covered by NBC announcers in most extensive field broadcast hook-up in radio history—four mobile units from all fronts demonstrated the uses of radio during actual war conditions.

**Oct. 27**—Most comprehensive international hook-up to date of stations throughout the world was arranged for the *Youth Sings Across Borders* program over an NBC coast-to-coast network. Pick-ups were made from 31 countries.

**Nov. 11**—Entire flight of record-breaking U. S. Army-National Geographic Society stratosphere balloon heard exclusively over NBC. Capt. A. W. Stevens and Capt. O. A. Anderson in the balloon at 72,395 feet (13.7 miles) were heard in a special broadcast linking them and the *China Clipper* flying over coast of California and a London editor at his desk in England.

**Dec 7**—NBC's Hollywood studios, one of the most complete and advanced broadcasting units in the world, were opened.

### 1936

**Jan. 1**—Lenox Riley Lohr became NBC president.

**Jan. 21-28**—News of death of King George V of England flashed around the world. Audiences heard London's tolling bells. Description of funeral service and memorial ceremonies also broadcast.

**Feb. 6-16** — Winter Olympic Games held in Berlin, Germany.

**April 12**—NBC made successful use of the new microwave transmitter, so small that it was concealed in announcer George Hicks' silk top hat as he broadcast a description of the annual Easter Parade on New York's Fifth Ave.

**May 6-9**—Description of maiden voyage of the *Zeppelin Hindenburg*.

**June 10**—First coaxial cable provided by Bell System for television use between NBC studios in Radio City and NBC transmitter atop Empire State Bldg.

**June 29**—Start in the U. S. of organized television experiments between a regular transmitting station and a number of experimental receivers in homes. Tests conducted by NBC and RCA.

**July 7**—First public demonstration of NBC's high definition (electronic system) television. Radio manufacturers witnessed the RCA-NBC demonstration from the Empire State Bldg. Radio artists and films were used in the show.

**Aug. 1-16** — Summer Olympic Games broadcast from Berlin.

**Nov. 3**—National election bulletins in Roosevelt vs. Landon Presidential race.

**Nov 6** — Pan-American Peace Conference broadcast from South America. Event attended by various dignitaries including President Roosevelt.

**Nov. 6**—NBC television demonstration with 250 guests as spectators at "live" talent and film performance on 7½ x 10 inch screen.

**Nov. 15**—NBC celebrated its 10th anniversary with radio organizations throughout the world contributing their facilities and talent. Two special events programs arranged to commemorate the date were radio "firsts" never before attempted. On one, David Sarnoff, president of RCA, spoke from his New York office to Guglielmo Marconi on his yacht in the Mediterranean, to Robert Jardillier, French Minister of Communications, on an airliner between New York and Washington, and to Maurice Rambert, president of the International Broadcasting Union, in another plane flying the same route. In another special program, 13 pickup points were included ranging from an undersea boat to a squadron of planes. Highlight of this show was a conversation between announcers on two speeding streamlined trains, one running between Boston and Providence in America, and the other between Hamburg and Berlin in Germany.

**Dec. 11**—Farewell address of King Edward VIII following his abdiction of Dec. 10.

**Dec. 17**—NBC made the first radio pickup from Nanking, China, as the headlines of the day were centered on the kidnapping of Generalissimo Chiang Kai-shek. Dr. H. H. Kung, Finance Minister and acting head of the Chinese Nationalist Government, addressed American listeners in the exclusive NBC presentation.

### 1937

**January**—South American stations started rebroadcasting NBC's Metropolitan Opera programs.

**Jan. 20 to Feb. 1**—Complete coverage of the floods in the Ohio and Mississippi valleys.

**May 6**—Coverage of *Hindenburg* disaster. The huge dirigible crashed and burned at Lakehurst, N. J. NBC featured a dramatic eyewitness account by Herb Morrison who with another engineer, Charles Nehlsen, WLS Chicago, happened to be at scene to record landing sounds. Morrison's stirring and emotional recorded description of the disaster was rushed to NBC for broadcasting.

**May 9**—Edgar Bergen with his now-famous Charlie McCarthy dummy started long-run series.

**May 12**—Coronation of King George VI and Queen Elizabeth of England. First event of its kind to be broadcast.

**June 8**—Complete eclipse of the sun from Canton Island in the South Pacific was vividly described for NBC listeners.

**June & July**—John Barrymore was presented in a series of six Shakespearean plays.

**Oct. 14**—Television demonstration on 3 x 4 ft. screen to Society


KMED-ford
offers
GREETINGS
to
NBC
on its
25th anniversary

We take pride in having—during 1951—originated for NBC the "Shakespearean Festival," "Silver Jubilee;" & participated in "National Farm & Home Hour" & the "Standard Symphony Hour."

of Motion Picture Engineers of transmission between Empire State Bldg. transmitter and Radio City.

**Nov. 4**—NBC Symphony Orchestra started first of a weekly series of full-length symphony concerts. Orchestra was the first full-time major symphonic orchestra ever assembled and maintained by an American broadcasting company.

**Dec. 12**—The first mobile television station—operated by NBC—appeared on New York's streets.

**Dec. 25**—Arturo Toscanini conducted the NBC Symphony Orchestra in the first of a series of 10 concerts. The maestro returned to America for the express purpose of heading the new orchestra.

1938

**February**—NBC brought first exclusive broadcast from the Pyramids—Dragomen (native guides), Arabs and Egyptologists were heard from in front of the Gizeh pyramid and from within the tomb of Cheops.

**March**—Mobile TV vans operated by NBC made first remote pickup in N. Y.

**March 12-14**—Complete coverage of absorption of Austria by Germany. NBC brought from Vienna and other European capitals the story of the Nazi coup. For more than 24 hours NBC was the only radio outlet from Vienna to America.

**March 30**—Kay Kyser and his *Kollege of Musical Knowledge* began long series.

**April**—NBC brought to American listeners first exclusive broadcasts from Pitcairn Island in South Seas.

**June 7**—First NBC television showing of scenes from a Broadway play—"Susan and God," starring Gertrude Lawrence and produced by John Golden.

**June 22**—Joe Louis-Max Schmeling championship fight. The most extensive coverage of a major sporting event in radio history and carried exclusively by NBC's networks of 146 stations and over five of America's shortwave stations to virtually every section of the world except the Orient.

**Sept. 12**—Ninety minutes of network time devoted to Hitler's Nuremberg talk.

**Sept. 22**—NBC brought first news directly from areas affected by an unprecedented hurricane that hit New England and the Eastern Seaboard

**Sept. 25**—Pianist Ignace Jan Paderewski broadcast for first time to U. S. from Switzerland.

**Sept. 27**—Bob Hope started his radio series.

**Sept. 29**—NBC scored a major scoop when it broadcast the first reading of the full official text of the Four-Power agreement 46 minutes ahead of its nearest competitor. Max Jordan, NBC Continental European representative, read the communique from Munich.

1939

**Jan. 27**—NBC-RCA gave first demonstration of modern electronic television at Washington, D. C., for members of the government, the diplomatic corps and scientific societies.

**Feb. 9**—First broadcast account of the death of a Pope—the passing of Pope Pius XI.

**March 2**—NBC word picture of Pope Pius XII's election in Rome.

**March 11**—Coronation of Pope Pius XII—first ceremony of its kind on the air.

**March 21**—NBC began final series of experimental telecasts before inaugurating regular public service.

**April 22** — World premiere of "The Old Maid and the Thief," an opera commissioned by NBC and written especially for radio by the young composer, Gian-Carlo Menotti.

**April 30**—NBC launched television as a regular public service with telecast of President Franklin D. Roosevelt and others in formal opening of the New York World's Fair of 1939.

**May 3** — First studio program telecast from Radio City over station W2XBS in regular public service.

**May 8**—Duke of Windsor's address from battlefield of Verdun—an historic broadcast heard exclusively over NBC. Windsor broke a two-years' silence to plead for peace from battlefield of Verdun.

**May 13 to June 15**—A series of 34 broadcasts in connection with visit of King and Queen of England to America—their departure from Portsmouth, England; arrival in Quebec; journey to Washington; receptions with the President at Washington a. d Hyde Park; visit to the World's Fair and final departure from Halifax.

**May 17**—First baseball game televised—Princeton University vs. Columbia University at Baker Field, New York City. Bill Stern announced.

**May 17**—First fashion show televised—in cooperation with the Swiss Fabric Group.

**May 20**—First American television relay over telephone wires—telecast of Six Day Bicycle Race from Madison Square Garden.

**May 23-25**—Programs in connection with sinking of submarine *Squalus* off New Hampshire coast.

**June 1**—First telecast of professional boxing contest—Lou Nova vs. Max Baer at Yankee Stadium.

**June 10**—King George VI and Queen Elizabeth televised during visit to New York World's Fair.

**June 20**—Inauguration of 10-hour weekly television schedule. First full-hour TV production—"The Pirates of Penzance."

**June 29**—First full-hour television drama—"The Donovan Affair" by Owen Davis.

**July 5**—First telecast of a feature film in regular program service—"The Heart of New York."

**July 13**—NBC was first major network to apply to FCC for an FM station.

**July 25**—First telecast of a full-hour musical comedy—"Topsy and Eva" starring the Duncan Sisters.

**Aug. 9**—First tennis match telecast—Eastern Grass Court Championships from Westchester Country Club, Rye, N. Y.

**Aug. 23**—First episode of a film serial telecast—"The Lost Jungle."

**Aug. 26**—First telecast of a major league baseball game—Brooklyn Dodgers vs. Cincinnati Reds doubleheader from Ebbets Field, Brooklyn.

**Aug. 29**—First network to send war reporter to Europe—Hilmer Baukhage.

**Aug. 31**—First word of Hitler's official demands on Poland in broadcast from Berlin when a spokesman for German Press gave the 16 points in Hitler's proposal for settlement of Danzig and Polish corridor. English translation of German talk.

**Sept. 1**—Program from Berlin in connection with Hitler's address to the Reichstag demanding that Germany must have Danzig and the corridor or fight.

**Sept. 1**—Program from London on report of Prime Minister Chamberlain's message to Commons explaining England's stand. Two English announcers read the speech as it came over the ticker tape and between times read the correspondence between England and Germany called "the little white paper."

**Sept. 3**—Prime Minister Chamberlain broadcast the declaration that England declared war on Germany.

**Sept. 3**—Premier Daladier of France broadcast his country's declaration of war on Germany.

**Sept. 3**—W. L. MacKenzie-King, Prime Minister of Canada, broadcast that Canada would answer the call of her sovereign.

**Sept. 19**—First original television revue—"As Others See Us."

**Sept. 23-27**—Programs in connection with Pan American Peace Conference held in Panama City.

**Sept. 30**—First football game televised—Fordham University vs. Waynesburg College from Triborough Stadium, Randall's Island.

**Oct. 10** — *The Aldrich Family* started its current radio series.

**Oct. 17**—Television program transmitted by NBC in New York City received in an airplane over

*(Continued on page 130)*

## Coy Congratulates

NBC was cited by FCC Chairman Wayne Coy for great contributions to radio's growth and TV's emergence as a "public service" and entertainment medium on its silver jubilee. In a message to NBC President Joseph H. McConnell, Mr. Coy said:

**Congratulations to (NBC) on the 25th anniversary of its founding. NBC has contributed greatly to the growth and development of radio broadcasting during the past quarter century and during the last few years to the emergence of television as a medium for public service, education, and entertainment in a time of critical importance for the American people.**

SERVING

**NORTHEASTERN**

**MICHIGAN**

FOR

**NBC**

★

**Saginaw Broadcasting Company**

RADIO BUILDING

**Saginaw Michigan**

## Chronology of NBC

*(Continued from page 129)*

Washington, D. C., at an altitude of 22,000 feet and a distance of 200 miles.

**Oct. 21**—Weekly boxing telecasts from the Ridgewood Grove Sporting Club launched.

**Oct. 22**—First professional football game telecast — Brooklyn Dodgers vs. Philadelphia Eagles from Ebbets Field, Brooklyn.

**Nov. 15**—First sponsored shortwave radio broadcast to Central America (United Fruit Co.) over NBC International facilities.

**Nov. 23**—First telecast of Macy's annual Thanksgiving Day parade.

**Dec. 11**—Telecast of first amateur boxing tournament—Finals of the *Journal-American* Diamond Belt boxing bouts from Madison Square Garden.

**Dec. 13**—Fred Allen made TV debut (guest spot).

**Dec. 15**—First telecast of a society function—The Television Ball from the Grand Ballroom of the Waldorf-Astoria Hotel.

**Dec. 17**—First broadcast description of a scuttling of a ship in war time. James Bowen in Montevideo, Uruguay, described the actual scuttling of the *Graf Spee* and its sinking as it was taking place. Only eye-witness account broadcast.

**Dec. 19** — First telecast of a Broadway motion picture premiere —"Gone With The Wind" from the Capitol Theatre, New York.

**Dec. 24** — First broadcast from the Siegfried Line, Germany.

**Dec. 24**—Christmas Eve on Maginot Line broadcast.

**1940**

**Jan. 11**—NBC FM station W2XWG opened atop Empire State Bldg.

**Feb. 1**—FCC members in Schenectady watched pictures telecast from New York rebroadcast through automatic radio relay across the upstate area—distance of 130 miles. The "first television network" thus comprised Stations WNBT New York and WRGB Schenectady.

**Feb. 25**—First hockey game telecast—Rangers vs. Canadiens from Madison Square Garden.

**Feb. 28**—First basketball games telecast — Pittsburgh - Fordham and N.Y.U.-Georgetown from Madison Square Garden.

**March 3**—A complete Broadway play telecast for first time—"When We Are Married" presented in one-and-one-half hour performance.

**March 10**—First opera telecast—Metropolitan Opera stars presented in tabloid version of "Pagliacci" from Radio City.

**March 24**—First religious services telecast from Radio City and seen at Lake Placid through Schenectady relay.

**April 4**—*Mr. District Attorney* radio series began.

**April 19**—First opening baseball game telecast — Giants - Dodgers from Ebbets Field.

**April 25**—First circus telecast — Ringling Brothers - Barnum & Bailey performance from Madison Square Garden, New York.

**May 10** — Neville Chamberlain, from London, broadcast his resignation as Prime Minister of Great Britain.

**May 19**—Winston Churchill, from London, broadcast for the first time as Prime Minister.

**June 10**—Premier Mussolini heard from Rome as he made declaration of war against Allies.

**June 17** — Marshal Petain of France broadcast that the French had capitulated to the Germans.

**June 22**—German-French Armistice proceedings described from Compiegne Forest, France.

**June 24**—Coaxial cable used for first time in TV program service by NBC in televising Republican National Convention at Philadelphia and transmitting scenes from transmitter on Empire State Building.

**July 12**—Niles Trammell elected president of NBC.

**July 15** — Democratic Convention broadcast from Chicago. Films of proceedings were rushed by plane to New York for NBC telecast.

**July 20-30**—Twenty-one broadcasts in connection with Pan American Conference from Havana, Cuba.

**Aug. 17**—*Truth or Consequences* series began.

**Sept. 4**—*Quiz Kids* started radio series.

**Sept. 21**—*Around London*—a descriptive tour of the city with pick-ups from a rooftop overlooking London; a street in the Strand; an air raid shelter; a night club; Buckingham Palace. During the broadcast the actual sounds of the anti-aircraft guns and bursting shells were heard.

**Oct. 7**—First broadcast between refugee children in New York and their parents in London.

**Oct. 29** — Record-breaking daytime radio audience listened to drawing of military draft numbers in Washington.

**Nov. 5**—First telecast of Presidential election returns.

**Nov. 15**—*Information Please* began long radio series.

**Nov. 30**—Broadcast in connection with the inauguration of Avila Camacho as President of Mexico—from Mexico City.

**1941**

**Jan. 24** — NBC's mobile relay units transmitted a program from Camp Upton, L. I., into New York City over RCA's automatic radio relays for telecasts over WNBT. The program was simultaneously shown in a New York theatre where images 15 x 20 ft. were projected on a motion picture screen.

**Feb. 20**—First television pictures in color were transmitted from

*(Continued on page 132)*


*Congratulations*

**NBC**

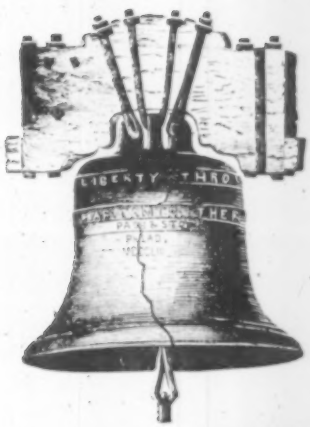
*Here's to 25 more years of Service...*

*From the fastest growing non-TV market in the USA*

**KANS • WICHITA**

**5000 W DAY — 1000 W NIGHT REPRESENTED BY THE TAYLOR CO.**

**NBC SINCE 1936**



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*Today radio and television, together with the press, maintain a deep-grained awareness that they are America's larger citizens with louder voices and greater reaches. Theirs is the greater responsibility to keep America truthfully and fully informed.*

Back in 1931 BROADCASTING's first editorial concluded: "To the American system of free, competitive and self-sustaining radio enterprise, this publication is dedicated."

*Through twenty years as town crier, BROADCASTING-TELECASTING has challenged every inroad into radio's free charter on the premise that without free radio there could be no truly free America. The story of American radio is the story of democracy in action. The story of BROADCASTING parallels that of radio.*

*Today, we need not look for any better words to serve as a statement of principles or an affirmation of purpose for the years ahead. Simply, we will steadfastly espouse radio and television by the American Plan. In essence, freedom . . . wired for sight and sound.*

**BROADCASTING**
**TELECASTING**

**National Press Building**

**Washington 4, D. C.**

**Sol Taishoff, editor and publisher**

## Chronology of NBC

*(Continued from page 130)*

Empire State Bldg.

**April 6**—Carried first radio flash of news of German invasion of Yugoslavia and Greece.

**April 15** — NBC Sports Dept. formed under direction of Bill Stern.

**May 1**—RCA-NBC made successful tests with first projection-type color television receiver using mechanical methods.

**May 2**—FCC authorized commercial television effective July 1.

**May 6**—Bob Hope played first Armed Forces Camp Show (March Field, Calif.).

**June 16**—Applications filed with FCC for licenses to operate commercial television stations in New York, Philadelphia and Washington.

**June 18**—First broadcast of survivors of the sunken freighter

**NBC Silver Jubilee**

*Robin Moor* from Capetown, South Africa.

**June 21**—NBC first to broadcast news of German invasion of Russia.

**June 27**—NBC television's first advertising rate card published.

**July 1** — Television station WNBT, which as the famous station W2XBS had cradled American television broadcasting, went on the air as the world's first commercial station and had four sponsored programs on the first day.

**July 9**—Broadcast of first official statements of the border dispute between Peru and Ecuador in a double pickup from Lima and Quito.

**July 14**—French Bastille Day broadcast—scored another "first" by carrying a message from Gen. Charles de Gaulle, leader of "Free France" speaking from his headquarters in Brazzaville.

**July 23**—Listening post established at Bellmore, L. I., to monitor news broadcasts from Western Europe and European Russia.

**Aug. 14**—Listening post established in North Hollywood to monitor news broadcasts from the Orient, the Far East and Australia.

**Sept. 3**—First radio two-way hook-up with Moscow, Russia.

**Sept. 3**—First broadcast from Reykjavik, Iceland.

**Oct. 4**—Weekly shortwave broadcasts of major gridiron contests started for benefit of military personnel of remote outposts and bases throughout the Western Hemisphere.

**Nov. 28**—Historic broadcast from Dutch Guiana in which Col. Stanley Grogan, Army public relations officer, told of the arrival of American troops to guard the colony's vital bauxite deposits.

**Dec. 7**—News flashed by radio that Japan had attacked Pearl Harbor that morning.

**Dec. 8**—President Roosevelt's war message to Congress and the declaration of war was broadcast world-wide on record-breaking hook-up.

**Dec. 8**—Eyewitness account broadcast of the first Japanese bombing raid on Manila against a background of anti-aircraft fire as Japanese planes roared overhead.

**Dec. 9**—President Roosevelt made his 17th "fireside chat" on Japan's attack and the U. S. declaration of war.

### 1942

**Jan. 9**—The Blue Network was separated from NBC and established as the Blue Network Co. Inc.

**Jan. 23**—First mass education by television was initiated by NBC-RCA in training thousands of air raid wardens in the New York area.

**Feb. 9**—Graham McNamee gave a broadcast description of the *S. S. Normandie* fire at its pier in New York—broadcast on full NBC network.

**Apr. 5**—*The Army Hour*—official weekly radio report of the War Dept.—started on NBC, bringing on-the-spot stories and demonstrations from Army bases and fields of battle.

**Apr. 10**—*People are Funny* radio series began on network.

**May 22** — Television schedules cut to four hours a week because of the war.

**July 6**—The *NBC University of the Air* started—(first called *NBC Inter-American University of the Air*). This was the first endeavor in network history in the U. S. to provide systematic subject matter with existing classroom instruction in universities throughout the nation. *Lands of the Free* series inaugurated the *University* programs. *Music of the New World*, second in the series began Oct. 10, 1942.

**Aug. 20**—John MacVane, NBC correspondent who accompanied the commando raid on Dieppe reported on the event from London.

**Sept. 29**—First NBC Day in War Bond drives wherein NBC set aside entire day for campaign.

**Oct. 19**—*The Murder of Lidice* —special dramatic program presenting the epic poem by Edna St. Vincent Millay, written especially for radio at the request of the Writers' War Board.

**Nov. 1**—NBC's and all other radio shortwave operations taken over by U. S. Government through the Office of War Information (OWI).

### 1943

**Jan. 26**—Roosevelt-Churchill conference at Casablanca reported by Stanley Richardson in London who read on the air the eye-witness account of the meeting as relayed by John MacVane of NBC.

**May 10**—John MacVane, first radio man to enter Tunis after its fall, broadcast from Algiers.

**Aug. 18**—First use of the wire recorder in combat. From London, Stanley Richardson explained how the program was made in a Flying Fortress during the bombing raid of the German-held Le Bourget Field in France.

**Oct. 24**—First broadcasts from Guadalcanal and New Caledonia on *The Army Hour*.

**Oct. 25**—First in a series of events telecast direct from Madison Square Garden for the special benefit of wounded servicemen in Army and Navy hospitals near New York City where NBC installed TV receivers.

**Nov. 14**—First broadcast from Naples, Italy, since outbreak of war. Don Hollenbeck and Merrill Mueller, spoke from Allied Advance Command Post at Naples.

### 1944

**Mar. 1**—NBC announced plans for nation-wide TV network.

**June 6**—NBC first with flash on Allied invasion of Europe.

**June 6**—All commercial broadcasts cancelled to give an uninterrupted flow of news from the Normandy beaches. President Roosevelt on the radio led the nation in a D-Day prayer.

**June 13**—NBC's Special Bond Day—21 continuous hours of broadcasting were climaxed by a 90-minute all-star show to start NBC's Fifth War Loan campaign. Each show devoted a portion of its time to bond appeals and once each hour NBC presented a special bond broadcast from a historic shrine.

**Aug. 14**—NBC flashed the news


Memo from KROC

CONGRATULATIONS

NBC

ON YOUR

SILVER

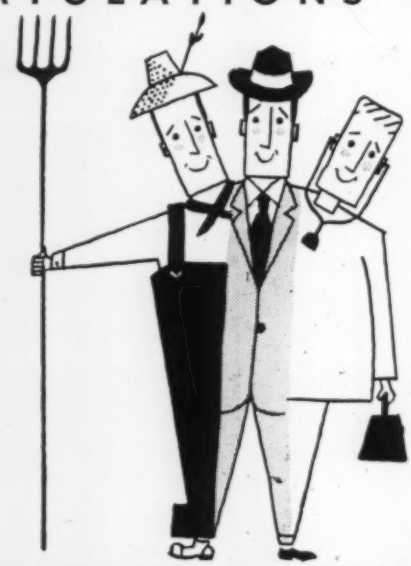
JUBILEE

FROM

KROC

Rochester,

Minnesota



Dominating Southern Minnesota's Triple Threat Market!



KVOL

LAFAYETTE, LOUISIANA

Congratulations

NBC

25th Anniversary — Silver Jubilee

KVOL 1330 KC — 1000 WATTS Day & Nite

KVOL-FM 96.1 Meg. 15000 WATTS

REP: ROB'T. MEEKER ASSOCIATES

of the invasion of Southern France.

**Aug. 25**—NBC resumed news broadcasts direct from Paris after Paris radio station in patriot hands announced "Paris liberated."

**Oct. 1**—"Welcome Home Auditions" began. Free auditions offered to members and former members of the armed services. Audition records sent to NBC affiliates in home areas of auditionees.

**Nov. 7**—Roosevelt-Dewey election returns covered by radio and television.

1945

**Feb. 7**—Bert Silen, announcer, liberated from Santo Tomas by American Army, broadcast over NBC that Manila was retaken.

**April 12-15**—All commercial programs cancelled at the news of death of President Roosevelt. During three-and-one-half days of national mourning which followed, no commercial announcements were broadcast on the network and the program schedules were confined to appropriate music, news and memorials.

**April 28**—Benito Mussolini reported executed by Italian Partisans.

**May 1** — Broadcasts reported Adolph Hitler died in Berlin.

**May 8**—All commercial programs cancelled for observance of V-E Day. President Truman, King George, Prime Minister Churchill and General Eisenhower participated in world-wide broadcasts.

**June 19**—Broadcast of Eisenhower's greetings by New York in a city-wide celebration. NBC also telecast films of Washington and New York celebrations on day of event.

**Aug. 14**—Max Jordan, NBC European representative, broadcast from Basle, Switzerland, at 4:18 p.m., Eastern War Time, hours ahead of any other source, that the Jap surrender papers had arrived there. Later he was first with the news that the document had reached Washington.

**Sept. 1**—Merrill Mueller, NBC reporter, broadcast "on the spot" description of the Japanese surrender from the deck of the *U.S.S. Missouri* in Tokyo Bay.

**Sept. 9**—Station WNBT telecast films of Japanese signing surrender documents on board *U.S.S. Missouri*.

**Oct. 25** — NBC demonstrated RCA-developed super-sensitive television camera tube named "image orthicon" in candlelight thereby solving major problem in illumination of television programs and outdoor pick-ups. The tube also was demonstrated in total darkness with the scene "illuminated" by infra-red rays.

**Oct. 27**—First telecast of a U. S. President on a TV network. President Truman was seen for the first time on television at Navy Day celebration in New York's Central Park—the TV network comprised WNBT New York; WRGB Schenectady and WPTZ Philadelphia.

**Dec. 1** — Army-Navy football game in Philadelphia telecast by WNBT New York, through use of coaxial cable for the intercity connection.

1946

**Mar. 21**—Demonstration of airborne television at Anacostia Naval Air Station with television-equipped planes over Washington, Mt. Vernon, Annapolis and Baltimore. Airborne TV was developed during the war by RCA and NBC in cooperation with the Navy, Army and the National Defense Research Council.

**Mar. 25**—NBC televised the opening sessions of UN Security Council at Hunter College, New York.

**June 19** — Louis-Conn heavyweight championship fight at Yankee Stadium, New York, televised by NBC for audiences in New York, Washington, Philadelphia and Schenectady. First use of portable equipment with image orthicon cameras on a regular TV program.

**June 30**—"Operation Crossroads" from Bikini area. NBC newsmen described events leading up to actual dropping of the Bikini test atom bomb. The bombardier of the B-29 over the target was heard and scenes following explosion were described.

**July 24** — Bikini under-water bomb test reported from Bikini area.

**Oct. 1**—NBC's Roy Porter broadcast from Nurenberg on the trials of the top Nazi war criminals just completed.

**Oct. 20-27** — Special programs broadcast and televised in NBC-originated United Nations Week.

1947

**Jan. 2**—NBC Television cameras entered halls of Congress for first time at opening of 80th Congress.

**Jan. 6**—President Truman televised as he delivered message before joint session of Congress.

**Jan. 7**—Contract signed for telecast of New York Giants home games in 1947.

**February**—An exclusive report broadcast on Admiral Richard E. Byrd's fllight.

**April 16** — Complete coverage given the Texas City disaster by NBC News and Special Events crews.

**May 5**—Exclusive radio broadcasts from the National Geographic-U. S. Army Air Forces Eclipse Expedition to Bocayuva, Brazil.

**May 7**—*Kraft Television Theatre* launched.

**June 27**—NBC's television station WNBW opened in Washington, D. C.

**June 28**—The exclusive beat of Henry Cassidy giving listeners the first report out of Moscow on the Foreign Ministers' Conference.

**Sept. 13**—In cooperation with the Eastman Kodak Co., NBC announced a special camera had been

*(Continued on page 134)*


NBC'S DOORWAY TO THE TOLEDO MARKET FOR 15 YEARS

WSPD DOMINANT STATION IN NORTHWESTERN OHIO FOR 30 YEARS

WSPD is proud to salute the National Broadcasting Company on its 25th Anniversary . . . 25 years of continued progress and exemplary contributions to the broadcasting industry. For the past 15 years of affiliation with NBC, WSPD has felt privileged to be an integral part of this outstanding organization and by analyzing our own audience reaction over these many years we firmly believe that NBC has set an example of radio programing, commercial policy and broadcasting integrity that will live as a representative pattern for broadcasters in centuries to come. Most of all WSPD extends thanks to NBC, on behalf of our Northwestern Ohio listeners, for its outstanding contribution to the "American Way Of Life."

WSPD TOLEDO, OHIO
A Fort Industry Station
5000 WATTS • N.B.C.
A FORT INDUSTRY STATION
WSPD-TV CHANNEL-13

Represented Nationally by THE KATZ AGENCY, INC.

## Chronology of NBC

*(Continued from page 133)*

developed to photograph television images directly from the kinescope screen. Paved way for syndication of television programs and provide records of television events.

**Sept. 16**—The first radio report direct from the heart of the September hurricane in Florida and the Gulf Coast.

**Sept. 30**—Baseball World Series telecast for first time New York Yankees-Brooklyn Dodgers (from Yankee Stadium and Ebbets Field).

**NBC Silver Jubilee**

Carried over NBC stations in New York, Philadelphia, Washington and Schenectady to an estimated total audience of 3,962,000.

**Oct. 5**—First telecast from the White House. President Truman's address on world food crisis was broadcast world-wide and televised on a seven-station hookup.

**Oct. 9**—Charles R. Denny Jr. joined NBC as vice president and general counsel after resigning as Chairman of the FCC. Elected NBC executive vice president July 2, 1948.

**Nov. 9** — *Theatre Guild* started series of plays on television with "John Ferguson" by St. John Ervine.

**Nov. 13**—A test radio relay operation to Boston proved successful. The system, opened by Bell System for experimental telephone and television use, employed seven hilltop relay stations.

**Dec. 5**—Louis-Walcott 15-round fight at Madison Square Garden telecast along Atlantic Seaboard to estimated audience of one million.

**Dec. 27**—*Howdy Doody* television program began.

**1948**

**Jan. 12**—*Kukla, Fran and Ollie* series launched.

**Jan. 30**—First American network to carry eye-witness account of the assassination of Mohandas K. Gandhi.

**Mar. 20**—Arturo Toscanini conducted the NBC Symphony Orchestra in its first telecast.

**Mar. 22**—*Voice of Firestone* became first commercial simulcast program on AM, FM and TV.

**April 3**—Arturo Toscanini conducted the NBC Symphony Orchestra in Beethoven's "Ninth Symphony" on simulcast program. The estimated TV audience was 370,000.

**June** —"College By Radio" plan announced as part of a vast adult education project combining radio and college facilities. Plan provided for cooperation through local NBC stations with universities throughout the nation in the utilization of network and local programs for home study courses. During first five months of operation, controlled experiments were put into operation involving station WAVE and the University of Louisville.

**June 8** — *Texaco Star Theatre* starring Milton Berle, launched on television.

**June 21** — Republican National Convention, Philadelphia — NBC's radio and TV coverage comprised 54 hours of TV time and 36 hours of radio programming.

**June 25**—Louis-Walcott fight at Yankee Stadium telecast by seven-station hookup—New York, Boston, Schenectady, Baltimore, Washington, Philadelphia and Richmond. Estimated audience: six million.

**July 12** — Democratic National Convention, Philadelphia. NBC covered with 24 hours and 14 minutes of radio time and 41 hours and 24 minutes of TV time.

**Aug. 29**—Historic telecast of battle maneuvers on aircraft carrier *U.S.S. Leyte* 30 miles at sea.

**Sept. 18** — Test transmissions started over NBC's TV station WNBQ Chicago.

**Sept. 20**—NBC's Midwestern TV network opened to link St. Louis, Chicago, Milwaukee, Toledo, Detroit, Cleveland and Buffalo by coaxial cable.

**Oct. 9**—First telecast from Yale Bowl (Yale-Columbia football game).

**Oct. 21**—First public demonstration of Ultra-Fax held in Washington, D. C., showing results of combined efforts of RCA Laboratories, NBC Engineering Development and the Eastman Kodak Co. Transmission of one million words a minute from NBC's TV station WNBW at Wardman Park Hotel.

**Oct. 31** — Commercial programming started on NBC's TV station WNBK in Cleveland, Ohio.

**November**—Start of *Dress Rehearsal* radio program which consisted of pickups from Boston's Symphony Hall with Serge Koussevitzky conducting rehearsals of the Boston Symphony Orchestra.

**Nov. 2**—Truman-Dewey election returns. NBC topped all networks in listener and viewer ratings with its coverage Nov. 2 and 3. The NBC complete and uninterrupted coverage by both media utilized an unprecedented amount of time, facilities and manpower. Sound broadcasting operations began at 8:00 p.m., Nov. 2 and continued straight through to 12:00 noon the following day. Television coverage started at 9:00 p.m. on Nov. 2 and followed the contest through to 11:30 a.m., Nov. 3.

**1949**

**Jan. 16**—NBC's Hollywood television station KNBH started commercial operations.

**Jan. 20**—President Truman's Inauguration was first event of its kind to be telecast.

**Mar. 2**—Direct radio reports by Frank Bourghholtzer of NBC's Washington staff who accompanied the Air Force bomber *Lucky Lady* on its non-stop round-the-world flight.

**Mar. 2**—Exclusive TV film cov-


**NBC . . . And KFAR-KENI* Bring to Advertisers the Most Potent Sales Force in All Alaska**

*Soon to be joined by sister stations KJNO, Juneau and KABI, Ketchikan.

*Alaska Affiliates for:*

**NBC**

**MIDNIGHT SUN BROADCASTING CO.**

**KFAR, FAIRBANKS** 10,000 Watts, 660 KC

**KENI, ANCHORAGE** 5,000 Watts, 550 KC

(Sold Separately—or in Combination at 20% Discount)

**GILBERT A. WELLINGTON,** *Nat'l Adv. Mgr.* 5546 White-Henry-Stuart Bldg., Seattle

**JAMES C. FLETCHER Jr.,** *Eastern Sales Mgr.* 22 East 40th Street, New York 16, N. Y.

erage of the *Lucky Lady* and crew after flight.

**Apr. 9**—Milton Berle conducted a 16-hour entertainment marathon on NBC Television for the benefit of the Damon Runyon Memorial Cancer Fund and raised over $1.1 million in pledges.

**May 5**—NBC received FCC permit for experimental television ultra-high frequency operation in Bridgeport, Conn.

**June 23**—Walcott-Charles fight telecast from Chicago. Fight fed by WNBT to theatre TV screen in New York Paramount and Brooklyn Fabian-Fox Theatres.

**July 21**—A speed record was set in shooting and presenting film on television when NBC films were taken of Senator Tom Connally announcing the Atlantic Pact ratification, then processed and shown on the TV network 65 minutes later.

**Aug. 2**—*Lights Out* made first use of the split-screen television technique for an entire program. The widely-heralded engineering feat of the split screen was developed by NBC engineers.

**Aug. 7**—Exclusive radio report from President Galo Plaza of Ecuador concerning the Quito earthquake.

**Aug. 11**—First TV films on the Ecuador earthquake.

**Oct. 7**—Niles Trammell elected chairman of board and Joseph H. McConnell elected president of NBC.

**Nov. 4**—*One Man's Family*, long running radio series began a TV version.

**Dec. 10**—The Boston Symphony, under baton of Leonard Bernstein, made its television debut in a special program for the United Nations.

1950

**Jan. 13**—First use of NBC's perfected rear screen projection system capable of integrating and synchronizing filmed background and "live" foreground action.

**Jan. 30**—Robert Montgomery joined NBC's TV ranks as an executive producer. He served as narrator, producer and sometimes actor in *Your Lucky Strike Theatre*.

**MILTON BERLE, under 30-year contract to NBC, quickly vaulted to first place rating-wise and has held that position for the past several years.**

**Feb. 12**—Mrs. Eleanor Roosevelt began her first regular TV series.

**Feb. 25**—*Saturday Night Revue* launched on TV.

**Apr. 9**—Bob Hope made TV network debut.

**Apr. 17**—Arturo Toscanini and the NBC Symphony Orchestra began a nation-wide tour playing 21 concerts in 20 cities.

**May 22**—*Broadway Open House*, new five-time-a-week late-night show, became an immediate hit.

**May 29-30**—Milton Berle, who remained the leading attraction on TV in 1950, topped his previous year's record on camera when he staged a one-man 21½-hour marathon once again for the Damon Runyon Cancer Memorial Fund—received pledges of $1,304,835.

**July** — For the first time in television, NBC had at the warfront in Korea accredited newsreel correspondents who furnished the TV audiences with pictorial newsbreaks.

**July 6**—start of *The Quick and the Dead*—NBC's outstanding four-part radio documentary on the creation of the atomic and hydrogen bombs.

**Sept. 10** — *The Comedy Hour* launched. NBC evolved the concept of rotating big-name stars each week on a TV comedy series.

**Sept. 25**—Kate Smith and Ted Collins made TV debuts in a regular series.

**Oct. 1**—Coaxial cable opened linking the NBC-TV network west to Memphis, Kansas City and Omaha and as far south as Jacksonville, Fla.

**Oct. 4**—*Four Star Revue*, another weekly TV comedy series with comedians, billed in rotation, launched in Wednesday time spot.

**Oct. 4**—World Series (Yankees vs. Phillies) telecast as far west as Omaha. Combined TV audience estimated at 38 million.

**Oct. 5**—Groucho Marx made his TV debut in a regular series.

**Nov. 3**—NBC inaugurated a new sales concept for selling radio programs to advertisers by establishing *Operation Tandem*, under which advertisers were able to buy participation in a group of major nighttime shows.

**Nov. 4**—*The Big Show* launched. The presentation, emceed by Tallulah Bankhead, brought together each week for 90-minutes such stars as Eddie Cantor, Bob Hope, Fred Allen, Jimmy Durante, Groucho Marx, Ethel Merman and others of comparable importance.

1951

**Jan. 8**—Billy Rose signed to a two-year contract by NBC as a consultant to the TV network. Duties to start Feb. 1, 1951.

**Jan. 17**—Completion of reconversion (at a cost of $1 million) of NBC's renowned Radio City studio 8-H into the most modern, most versatile and largest television studio in the world.

**Feb. 1**—First radio broadcast of

*(Continued on page 136)*

"People Sell better than Paper"

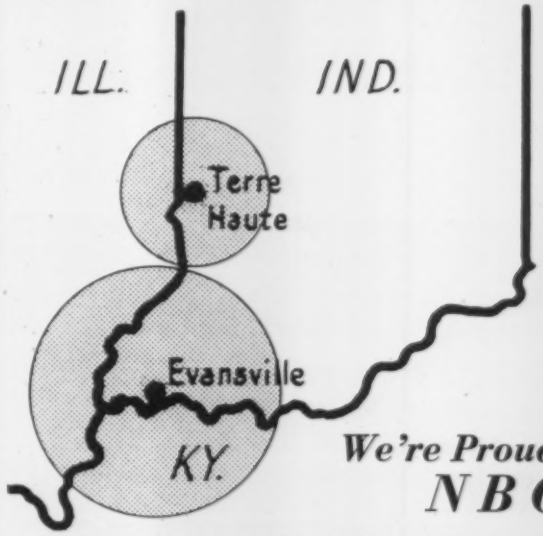
48.8%*
44.8%**
of ALL
AVAILABLE
LISTENERS
in the *RICH*
HUTCHINSON
AREA
are always
tuned
to

Says
NBC
and
We
Agree!

* 1951 Conlan
** 1951 Wahn Survey of Reno County

KWBW
NBC AFFILIATE
AM
FM

"Birds Of a Feather . . ."
And So Do Smart Advertisers
IN SOUTHWESTERN INDIANA




We're Proud to be
NBC

WBOW
AND
WGBF

NBC Affiliates Since 1937
Most Listeners Most of the Time
Deliver More Sales For Less
Represented Nationally By Weed & Company

## Chronology of NBC

*(Continued from page 135)*

sounds of atomic test blast near Las Vegas, Nevada.

**June 9-10**—Milton Berle, still crowned "Mr. Television," conducted his third annual telethon for the benefit of the Damon Runyon Memorial Fund and received more than $1 million in pledges and cash during a 22-hour record breaking performance.

### NBC Silver Jubilee

**June 10**—NBC placed an order with the American Telephone & Telegraph Co. for full-time television circuits to connect the cities of Tulsa, Oklahoma City, Fort Worth, Dallas, San Antonio and Houston with the present NBC-TV network. Plans call for the southwest cities to be interconnected with the rest of the network by late 1952.

**June 11**—NBC New York Television station WNBT was first to telecast from newly-completed 217-foot multiple-antenna mast atop the Empire State Building.

**June** — NBC releases second Hofstra study showing TV's potential effect on set-owning families and their buying habits.

**June 14**—NBC news commentator, John Cameron Swayze, starts sponsored newscast.

**June 15**—Kate Smith is signed for TV show in Wednesday nighttime period to add to her daytime show.

**June 22**—New NBC code of radio and television broadcast standards presented to NARTB by Charles Denny, NBC executive vice president, on behalf of President Joseph H. McConnell.

**June 23**—Network kicks off *Silver Jubilee*, starring Vincent Lopez.

**June 26**—NBC's television picks up Senate Crime Investigating Committee hearings.

**July 1**—Commercial television is 10 years old. Four advertisers on July 1, 1941, became first full TV sponsors in broadcast history by buying time on WNBT, NBC's video station in New York.

**July 1**—Truce move in Korea flashed by network. At same time, an "American Inventory"—television survey of nation's economic and social problems presented jointly with Alfred P. Sloan Foundation.

**July 6**—State Dept. asks NBC for its aid in the infamous Oatis case behind the iron curtain.

**July 30** — NBC-TV acquires Chesterfield as sponsor of a new Bob Hope show and begins inking of standing-room-only sign for TV advertisers.

**Aug. 1**—Telecast from Washington of *Heritage*, featuring celebrated works in music and art from the National Art Gallery.

**Aug. 6**—NBC is highest bidder for radio-TV rights to Rose Bowl football games for next three years. Cost reported at $1½ million.

**Aug. 10** — Portable television camera transmitter, "Walkie-Lookie," shown by Roy K. Marshall on *Nature of Things*.

**Aug. 15**—Brig. Gen. David Sarnoff, RCA board chairman, calls for operation of Voice of America by a new government agency, upon return from European tour. At same time, Gen. Sarnoff announces resumption of RCA's color TV field tests for Sept. 10.

**Aug. 25**—Another *Silver Jubilee* show has Jessica Dragonette in featured role.

**Sept. 4**—Coast-to-Coast TV inaugurated from San Francisco coincident with network coverage of President Truman's address before Japanese peace treaty conference. New transcontinental microwave video network opens 95% of nation's TV sets within range of it—an estimated potential audience of 40 million.

**Sept.**—Rush of new business for the fall, sees NBC sign more than $5 million in radio billings in two days.

**Sept. 9**—Date of NBC's 25th anniversary of incorporation.

**Sept. 10**—NBC-TV picked as television network to carry World Series telecasts by Gillette Safety Razor Co. Contract made for four years, running through 1954.

**Sept. 13**—Armed forces gets first kinescope film of a television program for overseas showing.

**Sept. 16**—From London *Big Show* on radio is broadcast as Spike Jones stars on NBC in his own show.

**Sept. 24**—First daily newsreel made available to TV stations.

**Sept. 29**—Live TV football games on a coast-to-coast hookup.

**Oct. 3** — Dodgers-Giants game telecast coast-to-coast, the first such commercial showing.

**Oct. 4**—*This is NBC*, color slide-sound presentation, unveiled in New York, depicting importance of network radio.

**Oct. 5**—NBC radio operations are realigned.

**Oct. 5**—NBC announces innovations for advertisers and affiliates in far-reaching step that is expected to alter policies of all networks. Involved is new rate formula.

**Oct. 15** — First international coast-to-coast telecast is presented with coverage of Princess Elizabeth and the Duke of Edinburgh visit to Canada.

**Oct. 18**—RCA shows color system for theatre television.

**Oct. 25**—NBC joins in special coverage of British election.

**Nov. 3**—First symphony simulcast with Toscanini conducting NBC's Symphony Orchestra.

**Nov. 5**—Ralph Edwards is signed to a 5-year contract.

**Nov. 6**—NBC exercises option on nine acres of Burbank, Calif.-owned land to be part of planned 49 acre $25 million West Coast Radio-TV Center.

**Nov. 14**—Brig. Gen. David Sarnoff, RCA board chairman, says RCA's $50 million investment in TV research is paying off. Gen. Sarnoff says most of the earnings now come from television.

**Nov. 15**—NBC President Joseph H. McConnell pledges NBC to aggressive building of radio while continuing TV pioneering.

**Nov. 16**—NBC starts its second quarter century in the broadcast arts.

## WAGE COPY DEPT.

### *Reorganization Planned*

COPY and script department of WAGE Syracuse has been scheduled for complete reorganization.

Doug Johnson, WAGE general manager, announced that the station will bring the best copy writers available to the local advertiser who lacks professional advice on his radio sales copy.

The reorganization step was taken, said Mr. Johnson, to broaden the professional services of the department and to make it more valuable to both the local advertisers and to the national advertising agencies facing specific problems in the Syracuse market area.

Mr. Johnson said the department will be headed by Het Manheim, experienced radio, TV and film writer and executive. Mr. Manheim formerly was network program executive of CBS both in New York and on the West Coast, Mr. Johnson added.

BUY THAT
KNOW-HOW GO-NOW
STATION WITH THE FABULOUS PERSONALITIES AND ASTRONOMICAL HOOPERS
KRNT — Des Moines
CBS — Represented by The Katz Agency

## Selling Radio

WHEN a sponsor buys time to advertise the fact that radio advertising is a good buy, that's a radio success story in itself. Take Stokes Lumber Co.'s message on WSJS Winston-Salem, N. C. Once a week, during its weather report, advertiser says: "Do you know *why* Stokes has purchased this air time? It's because the management . . . knows, by means of extensive surveys, that their message is being carried into thousands of homes. . . . Because radio advertising reaches more people than any other media *at less cost* per person reached, exorbitant advertising prices are slashed . . . and thus the consumer pays less. . . ." Then comes a tie-in on the firm's product as an example.

## BARIUM TITANATE

### *Radio Uses Described*

BARIUM titanate, a ceramic material, may eventually replace vacuum tubes as amplifiers in electronic circuits, according to a report made public by the Army Signal Corps Nov. 18.

This material is best known for certain electric properties which make it acceptable for crystal phonograph pickups and also could be used to produce amplification in electronic circuits because of its high dielectric constant, according to the Signal Corps report.

Researchers investigating the properties of barium titanate, a crystalline material, also found it had an "electrical memory" which is useful in television equipment and electronic computers.

The report, *Development and Application of Barium Titanate Ceramics as Non-Linear Circuit Elements*, may be obtained from the Library of Congress Photoduplication Service, Publication Board Project, Washington 25, D. C. The 36-page study includes graphs and tables and is available for $2.50 in microfilm and $5 in photostat form.

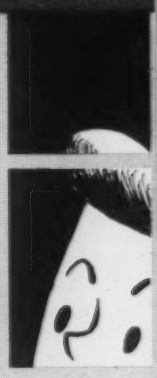
## Medill Awards

AWARDS have been presented to WTIC Hartford, WHO Des Moines and WBAP-TV Fort Worth by the Medill School of Journalism of Northwestern U. for news coverage. WTIC was given a trophy for its state-wide coverage of 1950 election returns. WHO and WBAP-TV were honored for their radio and TV news operations, respectively. Prof. Baskett Mosse made the presentations at the annual meeting of the National Assn. of Radio News Directors in Chicago Nov. 14 [B•T, Nov. 19].

NOVEMBER 26, 1951

# TELECASTING


## want to meet the lady of the house?



**Eve Hunter**
*(The Eve Hunter Show)*
1:00-2:00 PM, Mon-Fri
WNBT, New York

**NORMAN ROSS**
(NORMAN ROSS' VARIETIES)
11:30 AM-12:00 Noon, Mon-Fri
WNBQ, Chicago

**INGA RUNVOLD**
*(Inga's Angle)*
12:30-1:00 PM, Tues & Thurs
WNBW, Washington

***Mary Wilson***
*(Pots, Pans and Personalities)*
2:00-2:30 PM, Tues & Fri
WPTZ, Philadelphia

***Maggi Byrne***
(Living Fashion)
2:30-3:00 PM, Mon-Fri
WNBK, Cleveland

**Polly Hughes**
(Domestic Diary)
1:00-1:15 PM, Mon-Fri
WBZ-TV, Boston

**Monty Margetts**
2:30-3:00 PM, Mon-Fri
KNBH, Hollywood

***Georgia Meredith***
*(How To Be Attractive)*
9:30-9:45 AM, Mon-Wed-Fri
WRGB, Schenectady-Albany-Troy

## ...spot TV opens her door—and sells!

With these calling cards, you get a personal introduction to the large daytime woman's audience in the 7,233,000 TV homes in eight of the nation's largest markets . . . via the top-ranking woman's programs.

These eight great salesmen-entertainers are welcome guests in your customers' homes. Experts in their respective fields . . . fashion, decoration, cooking, beauty, etc . . . they're all entertainers. Their product endorsement is the go-ahead-and-buy signal for thousands of eager shoppers.

There's a place for you on any one or all of these top loyal-audience programs. Your nearest NBC Spot Salesman will be glad to tell you how inexpensive they are . . . how solidly they can deliver your sales message for you.

**NBC SPOT SALES**

New York Chicago Cleveland San Francisco Hollywood

in our 7th year

"PARIS, ILLINOIS, is a channel 6 town!"

**LEONARD H. WOLFE,** *Television Dealer*
**112 Madison Street, Paris, Illinois**

# *You get a* BIG BONUS IN SETS ON WFBM-TV INDIANAPOLIS

"PARIS and DANVILLE, ILLINOIS, are both WFBM-TV towns."

**ROBERT A. FREY**
**Box 215**
**Paris, Illinois**

● Hear about WFBM-TV's big PLUS? Advertisers on Indiana's First Station get a *real* buy: First, because high-income Indiana is one of the nation's best markets . . . second, because 187,250* TV sets are already installed inside this station's 60-mile area . . . and third, because WFBM-TV, Channel 6, delivers a BIG BONUS in sets *outside* where thousands of set-owners tune in ONLY WFBM-TV.

In Paris, Illinois, about 90 miles away, and in Paris' Edgar County, dealers estimate over 200 TV sets are already installed, with more being added every day. Dozens of other cities and villages and thousands of farms—many even farther away than Paris—have additional sets beamed to WFBM-TV exclusively, too!

How about your clients? If they really want to *sell*, they'll thank you for selling them on WFBM-TV's BIG BONUS BUY!

*Source: BROADCASTING-TELECASTING, November 26, 1951

**WFBM Radio Is First in Listening, Too!**

★ FIRST *in the morning!* ★ FIRST *in the afternoon!* ★ *and a* GREAT BIG FIRST AT NIGHT! 50% more listeners at night than any other Indianapolis station.

* Hooper Ratings, February through April, 1951.

*First in Indiana*

WFBM-TV

*Channel 6, Indianapolis*

REPRESENTED NATIONALLY BY THE KATZ AGENCY

TELECASTING

NOVEMBER 26, 1951

# TV CODE SURVEY

## Over Half Favor Adoption

OVER half of TV stations favor early adoption of the proposed NARTB Code provided routine changes are made, judging by a cross-section study of TV stations by BROADCASTING • TELECASTING.

Strong feeling exists, however, that important rewriting is necessary before stations should commit themselves to a document carrying powerful penal provisions, judging by the opinions of those opposed to the code or convinced it is far from ready for final approval.

The BROADCASTING • TELECASTING sample includes replies from only one member of the Television Program Standards Committee headed by Robert D. Swezey, WDSU-TV New Orleans. Most committee members have indicated they advocate adoption of the code, with refinements, at an early date.

Many of the TV station operators gave their opinions for background purposes but refused to be quoted. This was especially true among those opposed to the code or convinced that it needs overhauling.

Of 17 replies from the BROADCASTING • TELECASTING sample, 10 took definite stands in favor of the code though most of them expect it to be refined before the NARTB TV board meets Dec. 5-7 in Washington.

### Dislike Present Version

Four respondents favored adoption of a code but were unwilling to sign the present version, or one closely resembling it.

Three stations definitely stated they would not sign a code of the type proposed by NARTB and approved in principle by about threescore stations at a Chicago membership meeting Oct. 19 [B•T, Oct. 22].

Among those who want to see the code adopted next week by the TV board are several who say they are counting on a thoroughly revised document on the basis of suggestions from the NARTB TV membership and other sources.

There appeared general feeling among code proponents that it would be better to adopt a code next week in order to head off Congressional action looking toward censorship than to delay final action. Some of these code proponents belittle the flaws and concede that numerous changes will be necessary from time to time.

Respondents in the sample attached varying degrees of importance to suggested code changes as pointed out in this publication [B•T, Nov. 12, 5],

Code advocates in general assumed the TV board will take cognizance of all ideas and some point out that NARTB is studying all suggestions. They feel the board will come up with a final code that will be about as good a job as can be done at this stage of television's development.

A difference of opinion is noted on the action taken by the TV membership at Chicago. Where one code advocate insists the member stations voted unanimously for the principle of the code and agreed to every article in it, an opponent says the Chicago action merely asked that the code be placed before the board so it could take final action.

Some bitter comment came from non-NARTB members in the sample, including two major metropolitan operations. One caustically observed that the code was instigated last June at a meeting of all stations, but non-members had nothing to do with the actual code writing though the seal can be subscribed to by non-members.

### Legal Problems

Another non-member station argued that many provisions of the code are not legally acceptable, including the antitrust problem which the code committee construed as a calculated risk.

This station opposes any penal action by a board on which competitors might sit, and it would not want to sit on such a board dispensing penalties to a competitor. Like others not in favor of the current code, the station feels its ethical standards come up to those of the proposed standards.

Then there is the position taken by H. Dean Fitzer, general manager of WDAF-AM-TV Kansas City, not an NARTB TV member. Mr. Fitzer said WDAF-TV would subscribe "whole-heartedly" to the code because it goes "even farther than the proposed code in certain restrictions."

He added, on the other hand, that "any code adopted must be on the basis of a moral, voluntary accept-

*(Continued on page 152)*

# TV APPLICANTS

## FCBA for 'Lumped' Hearings

CONTINUATION of FCC's present practice of throwing all TV applicants for the same city into one hopper is urged by the Federal Communications Bar Assn. following the lifting of the three-year-old freeze in recommendations to be submitted to the FCC soon. Also suggested is the institution of a "cut-off" date to protect applicants from late filings.

Proposals, drafted after a six-month study by FCBA's Practice and Procedure Committee, were accepted by the executive committee of the association Nov. 8.

Most significant recommendation is that concerned with treatment of VHF and UHF applicants for the same city. There has been a great deal of speculation whether the Commission would lump all applicants together. Many attorneys have suggested that they be separated. Also suggested has been the idea of considering applications on a channel basis, whereby those applicants for a frequency not sought by others could be granted without hearing. This is the practice in standard broadcasting.

The thought of the FCBA committe is that consolidating all applicants for facilities in the same city would save time. Separating them into VHF and UHF groups, or by frequencies, would entail more hearings and thus more time.

Only qualification to this recommendation is the committee's suggestion that if an applicant specifies a VHF or a UHF channel only, he be considered only for the wavelength indicated.

The cut-off date is recommended after a 60-day "grace" period following the end of the TV freeze to allow new applicants to file and present ones to amend their applications. The committee suggested that no applications filed after the cut-off date be considered until action has been completed on the "protected" early applicants.

### Other Recommendations

Among other recommendations, the committe suggested that Sec. 1.387 of the FCC Rules be modified to forbid any new applicants from being included in a hearing if they file less than 40 days before the hearing date. Present regulation permits anyone filing an application to be consolidated in a hearing if he files at least 20 days before the hearing date.

FCBA's Practice and Procedure Committee consists of Leonard H. Marks, chairman; W. Theodore Pierson, James A. McKenna Jr. and Percy H. Russell Jr.

Text of the recommendations follow:

**(1) In a competitive hearing all applicants should be considered as requesting television facilities rather than specified frequencies regardless of the channel specified in the application. The Commission should designate the channel to be assigned to each successful applicant in the same manner that these assignments were made in competitive FM hearings. This procedure will be applicable in communities where VHF and UHF assignments have been intermixed. If this procedure is not followed, an applicant who specifies a VHF channel might be denied such even though he was to be preferred over another applicant who happened to specify a UHF frequency. However, if an applicant states that he is to be considered *only* for a VHF channel, the Commission will accept this designation. The same condition would apply if an applicant states that he is to be considered only for a UHF channel.**

**(2) Upon the lifting of the "freeze" 60 days shall be afforded to all persons to file new applications or to revise applications previously submitted. During this interim, the Commission will take no action on any pending application for new television facilities.**

**(3) It is recommended that a *cut-off date* be established at the end of the 60 day period to which reference is made above. All applications filed prior to the "cut-off date" will have a protected status and no application filed subsequent to the "cut-off date" will be considered with those filed earlier. This protected status will continue until such time as the Commission has acted upon these applications either by designating them for a hearing or by granting the applications.**

**(4) After all of the applications filed prior to the "cut-off date" have been processed, the Commission will return to its normal processing procedure and take up applications filed following the "cut-off" period.**

**(5) In order to encourage the resolution of conflicts in hearing cases, it is recommended that protected status be given to petitions for leave to amend and reconsideration resulting in elimination of a conflict. Such petitions for reconsideration relating to applications filed prior to the "cut-off date" shall be placed in a special processing line and shall be afforded a protected status in the manner discussed in paragraph 2 until such time as the Commission has considered the petition on its merits.**

**(6) Similarly, amendments resolving conflicts shall be freely permitted during the time that an application is under consideration and prior to the expiration of the "cut-off" period.**

**(7) When a case has been designated for hearing, it is recommended that the existing 20 day rule (1.387) be extended to 40 days [affording] all applicants . . . time to prepare for hearing.**

# FOOTBALL TV

## Penn Blasts NCAA

POLICY-MAKERS in college athletics huddled over new charges of "commercialism" in sports but turned up their noses at the intricate problem of controlled football telecasts last week [B•T, Nov. 19, 12].

They passed up two chances, one in Chicago where the National Collegiate Athletic Assn.'s council met Tuesday and Wednesday and another in Washington, D. C., where the American Council on Education's special committee on athletic policy held a pow-wow Monday and Tuesday.

NCAA's nose, however, got a sharp tweak from the U. of Pennsylvania, which called for an end to the football TV experiment, and demanded that rights be returned to the colleges next season.

Later in the week, Kentucky Gov. Lawrence Wetherby asked the Justice Dept. to break up the NCAA's "illegal conspiracy." Complaint was in regard to NCAA's refusal to permit telecasting of the Kentucky-Tennessee game last Saturday.

WHAS-TV Louisville's attorney, Neville Miller, planned to take the issue to the Dept. Friday.

Spelling out Penn's complaint was the university athletic director and bitter foe of controls, Francis T. Murray. He petitioned the Eastern College Athletic Conference to permit the membership to enter contracts for TV individually and with opponents.

### Writes to Bushnell

Mr. Murray said he had written Asa S. Bushnell, the ECAC commissioner, requesting that a resolution be presented at the conference's Dec. 14 conference, calling for individual contracting in TV by the membership.

Commissioner Bushnell was noncommittal on Mr. Murray's widely-publicized complaint, saying that the request would be considered at the annual conference. He indicated that there is no way to tell what turn the conferees would take and that he, as the commissioner, can only recommend that the 91 members consider the proposal.

In Chicago, Ralph Furey, co-chairman of the NCAA TV steering committee, gave the NCAA's policy-making council a verbal "situation report." No comment was reported on the Pennsylvania stand.

Similar procedure was reported from Washington, where the American Council on Education's special committee on athletic policy was given a fill-in on the NCAA TV picture. A spokesman for the group said the question came up but the group "decided not to go ahead" with discussion.

The next big NCAA meeting, at which time the TV question may come up, will be after the college football season, Jan. 6, at the annual convention in Cincinnati.

Mr. Murray said the TV plan as projected by NCAA was "a bad example of commercialism in collegiate sports." Penn is a pioneer in football TV, having had its games on the video screen for 11 years. The school, an attendance leader, was off 15% as of last week in comparison with average figures of other years. However, this year it is part of the NCAA's TV-by-dribbles-only plan.

Mr. Murray offered a seven-reason explanation why both ECAC and the NCAA should give TV back to the individual schools. They were briefly:

**1. The control plan has given rise to widespread public dissent against NCAA institutions and their intercollegiate athletic programs.**

**2. Commercialism in sports is a spectre when NCAA forces people to pay on the line at the stadium by denying them the chance to teleview football.**

**3. As in radio, each school should be permitted to make its own arrangements.**

**4. Each school should make its own arrangement subject to approval of its opponent.**

**5. NCAA and also ECAC would be possible defendants, should the government file an anti-trust suit similar to that pending against professional football.**

**6. Colleges receive gifts from alumni and friends and "we are not justified in excluding the general public from the privilege of seeing our athletic contests over television."**

**7. Centralized national control is contrary to the basic principles of free institutions.**

Penn had been blacklisted by NCAA earlier this year for bucking the experiment plan. But when its football opponents threatened to withdraw recognition the university went along with NCAA and was re-instated in good standing.

In other areas of the NCAA's controlled football telecast world there were these developments:

● Radio - Television Mfrs. Assn.'s sports broadcasting committee noted in a report released today that the "fallacy" in NCAA's policy lay in "the fact that college football has enjoyed phenomenal success with the development of television." RTMA's sports unit found public pressure, backed by press and TV stations, resulting in a slight "modification" of NCAA's plan (see story, page 36).

● Creating a stir was the request from Victor A. Sholis, vice president and director, WHAS-AM-TV Louisville, that the NCAA permit the station to telecast the Kentucky-Tennessee football game last Saturday. Game was a sell out and no other game was being played that day in the Louisville area. It also was an NCAA "blackout" date for the area.

● NCAA okayed a telecast by WTAR-TV Norfolk of the Oyster Bowl charity grid classic between Duke and Virginia Polytechnic at Forman Field, Norfolk, a fortnight ago. Station carried the game as public service. It was presented by the Shrine's Khedive Temple for the benefit of Richmond Children's Hospital.

● College football was telecast coast-to-coast last Saturday with the Michigan-Ohio State game at Ann Arbor, Mich., on the NCAA-Westinghouse-NBC-TV collegiate network. NBC stations carrying

**DISCUSSING merits of various rating systems are these research executives at dinner meeting held by Television Assn. of Philadelphia [B•T, Nov. 19]. L to r: Clarence L. Jordan, executive vice president, N. W. Ayer & Son; James W. Seiler, American Research Bureau; Arthur Borowsky, program chairman, Television Assn.; Laurence Roslow, Pulse Inc.; Albert E. Sindlinger, National Radox Corp.; Franklin S. Roberts, vice president, Television Assn., and TV director of Wil Roberts Adv.**

# TV WORKERS

## Unemployment Trend Seen Slackening

UNEMPLOYMENT trend in some 50 New York, Chicago and Philadelphia home radio-TV receiver plants has slackened perceptibly since last summer, E. T. Morris Jr., chairman of the Electronics Production Board, reported last Wednesday.

Mr. Morris based his report on figures compiled by a special Electronics Task Force set up by the Defense Production Administration late last September. He is chairman of the five-man group, which comprises key industry representatives, and the National Production Authority's Electronics Division.

Estimates at that time placed unemployment for electronics plants in those three cities at roughly 50% of pre-Korean levels. His group is studying ways and means of alleviating unemployment, with particular emphasis on placement of defense work in those plants.

In Chicago, 17 out of 36 firms actually reported an increase of 1,687 employes on Nov. 1, 1951, compared to employment rolls for July 1, 1950. The remaining 19 companies showed 4,306 workers in a similar period comparison.

New drop was 2,619 employes between July 1, 1950, and Nov. 1, 1951, with 26,493 working on the latter date compared to 29,112 on July 1 last year.

### New York-Phila. Area

A relatively higher unemployment rate obtained for companies in the combined New York-Philadelphia area, though a different set of periods were used—Oct. 1, 1950 and 1951. As of last Oct. 1, 14 firms in that area reported 4,205 fewer employes than a year earlier, with only one firm showing an actual increase (100 workers).

Employment rolls for set plant employes in this two-city area amounted to only 5,615 last October compared to 9,820 for Oct. 1, 1950. DPA officials ascribed this relatively high decrease partly to use of a later 1950 date and stressed the relative unemployment rates for New York-Philadelphia and Chicago are not comparable.

Employment was influenced largely by the post-Korea boom and peaks were not reached until the first quarter of 1951 at the earliest, DPA said. In any event, Chicago came up with a relatively low 10% employment cutback against about 43% for the eastern cities.

Companies reporting reflect manufacturing entities and do not include plant subsidiaries. That is to say that Motorola and other companies each are listed only once in the breakdown of unemployment for Chicago, which has a heavy concentration of electronics plants, and for New York-Philadelphia.

The figures make no mention of any possible strike factor in unemployment for these three cities, similar to an alleged lockout at Westinghouse Electric Corp.'s Bowling Green, Ky., plant as charged by the CIO electrical workers' union.

Among those serving on the task force which prepared the figures are: Benjamin Abrams, Emerson Radio & Phonograph Corp.; William Balderston, Philco Corp.; Daniel Arnold, IUE-CIO, and M. F. Darling, IBEW (AFL) Chicago.

the event from Boston to San Diego totalled 39, with potential TV audience set at more than 35 million.

Mr. Sholis' request of NCAA also went to the Southeastern Conference for clearance. Obtaining clearance, the station, supported by the public, both university presidents, Gov. Wetherby, the two Kentucky Senators and members of Congress from the area, attempted to contact Max Farrington, director of men's activities at George Washington U. in Washington, D. C., and a member of the four-man steering body of the NCAA-TV committee.

In order to carry the game, Mr. Sholis pointed out that the station would have to relay the game 60 miles from Lexington, where the game was to be played, to Louisville.

When Mr. Farrington "refused to answer my phone calls and won't even discuss his action," Gov. Wetherby said he wired Attorney Gen. J. Howard McGrath, saying:

"I am convinced this suppression amounts to an illegal conspiracy and restraint and demand immediate action."

Edwin S. Reynolds, NCAA TV program director, had notified the president of Kentucky U. Thursday that NCAA would not permit the game on TV.

He said "there is obviously no other opportunity to schedule another blackout in Louisville."

However, Gov. Wetherby said it was "unthinkable" that a "small committee" of athletic directors should thus hold a veto. Sen. Earle C. Clements (D-Ky.) also wired Mr. McGrath.

## ADDS CBS SHOWS

### WGN-TV Continues DuMont

CONTRACT was signed last week by WGN-TV Chicago and CBS Television providing that network features be carried by the Chicago *Tribune* station for two years unless CBS acquires its own local outlet before then. WGN-TV, now affiliated with DuMont, carried CBS TV shows until a year and a half ago when WBKB, owned by Balaban & Katz, became the network affiliate. WGN-TV will carry only those shows not telecast by WBKB because of local commitments.

Five shows have been slated thus far, but more will be added later, Frank P. Schreiber, general manager of WGN Inc., reported. He and Herbert Ackerberg, vice president of CBS Television in charge of station relations, handled negotiations.

Shows which start today (Monday) are *Strike It Rich*, Colgate-Palmolive-Peet Co.; *Love of Life*, American Home Products, and *Search for Tomorrow*, Procter & Gamble. Beginning next Monday, the station will carry Mike Wallace and Buff Cobb, former Chicago radio performers, and Mel Torme.

WGN-TV will continue to carry DuMont shows, serving as its Chicago outlet and originating station, Mr. Schreiber said.

# DuMONT CHANGE

### Donald Stewart Heads New Film Dept.

ESTABLISHMENT of a film department for the DuMont Television Network under Donald A. Stewart, long-time DuMont executive and a veteran of the motion picture world, was announced by Chris J. Witting, director and general manager of the network, in a statement released for publication today (Monday).

DuMont is arranging to act as distributor for a number of series of films made expressly for video use, Mr. Stewart said Friday. Many companies have made pilot series of 13 or more programs, he said, which can be scheduled for initial periods of 13 weeks or more, with further installments being made as needed. DuMont also is negotiating with producers of regular theatre motion picture films for TV rights to both feature films and short subjects and has already secured the video distribution rights to a number of British films, he reported.

Stating that the new unit will serve both the DuMont owned-and-operated stations and the network's affiliates, Mr. Witting noted that the programming and economic attractions of films are becoming increasingly appealing to the affiliated station operators. "We are setting up this new unit primarily to meet their requirements at relatively low costs," he said.

**Strong Local Shows**

"Through films," Mr. Witting said, the DuMont affiliates "can spot strong programs in their station's local time periods. And, equally important, through repeat presentations, they can make a strong filmed program available to a sponsor at relatively low cost —an obvious advantage to new stations that will be coming on the air in the years immediately ahead."

Mr. Stewart worked as a motion picture salesman and a movie theatre circuit owner from the end of World War I until 1938, when he left a western theatre chain to turn to television. Since then, except for a year of war work when he supervised motion picture entertainment for hospitalized service men in 478 Red Cross theatre installations, he has concentrated on TV.

Starting with DuMont in the transmitter sales department and becoming manager of its northern division, Mr. Stewart in 1948 was transferred to the company's broadcasting activities as manager of WDTV (TV) Pittsburgh. He moved into the network's New York headquarters in May of this year.

# NEW FILM PACT

### Official Films, Roach Sign

LARGE scale production of TV films for national and syndicated sales was heralded by William R. Goodheart Jr., president of Official Films Inc., upon conclusion of negotiations last Tuesday with Hal Roach Jr., vice president in charge of productions for the Hal Roach Studio.

Agreement calls for "the creation of the first combination of a major producer with a major distributor" in the TV film field.

The William Morris Agency, representing Mr. Roach in the transaction, will handle national sales of the films produced, it was explained. A number of shows has been scheduled with four shows planned for immediate production.

Majority of the films will be produced at the Hal Roach lot in Hollywood, it was indicated. The studio, covering 18 acres with 90,000 sq. ft. of stage space, now is devoted exclusively to TV film production.

Hal Roach Jr. owns and produces *Racket Squad* for Philip Morris; and the Stu Erwin show, *Trouble With Father*, for General Mills. Also in production are *Amos 'n' Andy*, *The Lone Ranger*, *Beulah* and *Mystery Theatre*.

It was noted by Official Films that the Roach Studio is the first major TV film producer to "operate in the 'black'."

Official Films said its firm now is producing a large number of films in the U. S. and abroad which will be ready for showings within the next few months. The current program, according to Official Films, "augmented by the Roach association, will result in the production of the greatest number of TV films for national, regional and local sponsorship yet contemplated by any organization."

## GINGER ROGERS

### Signed by CBS TV

STAGE and screen actress Ginger Rogers has signed a long-term exclusive contract with CBS Television Network, it was announced last week by Hubbell Robinson Jr., CBS TV vice president in charge of programs. While complete details of the agreement were not revealed, it was understood the contract is for five years or more and that Miss Rogers will receve better than $1 million during that period.

Network announcement added that Miss Rogers—currently appearing in Broadway comedy "Love and Let Love"—will begin a half-hour weekly television series for CBS Television after April 1. The star will be featured as dramatic actress, dancer, singer and will act as m.c. plus appearing in adaptations of her screen roles.

Miss Rogers' contract with the network made no mention of radio, but it was understood that if she appears on radio, she will do so on CBS Radio.

**TAKING TIME out for a 65th birthday celebration during rehearsal for his appearance on NBC *All Star Revue* is Ed Wynn, (seated). Well-wishers are (l to r): Norman Blackburn, director of television operations, NBC Western Division; Dorothy Lamour, who appeared as guest on the program; Hal Kemp, of William Morris (talent) office.**

# PACKARD BUYS

### Plans Wide Film Use

PACKARD MOTOR Car Co. will sponsor a filmed television series produced by Bing Crosby Enterprises according to an announcement Wednesday by Everett Crosby, president of BCE.

Program will be based on an original film series called "Cry of the City" and later renamed "Rebound." Although specific markets are not yet known, the series will have widspread distribution, probably on a non-network basis, it was reported.

Deal was concluded last week in Detroit, with final signing scheduled to occur within several days following the announcement. Packard Motor Car Co. was represented by Le Roy Spencer, executive vice president; Hugh Hitchcock, advertising manager; and Louis Maxon and S. James Andrews, president and radio and television director, respectively, of Maxon Inc., agency for Packard. Mr. Crosby, Basil Grillo, executive vice president; and Charles Brown, vice president in charge of sales, represented Bing Crosby Enterprises.

About 13 films in the series already have been completed in Hollywood and another 13 are in production at RKO-Pathe Studios there. Bernard Girard, who produced "Cry of the City," will produce all sequences in the new series as well as write and direct the majority of them.

## SAG-Producer Talks

CONTRACT negotiations between Screen Actors Guild and the major motion picture producers were reported to have continued last week [B•T, Nov. 19]. It was indicated SAG plans shortly to enter into negotiations with independent producers, with the possibility of doing so before talks are concluded with the major studios; similar demands being made by SAG of both groups.

# WHITE HOUSE

## News Media Facilities Included

SOON after the first of the year the completely rebuilt White House in Washington will resume business as the President's home, equipped for sleight-of-hand installation of two radio-television-movie studios in as little as 15 minutes.

Work of reconstructing the Executive Mansion is nearing completion and installation of furnishings is expected to start by February.

When the job is done, the White House will be the only public building in the country where a mobile TV truck can drive alongside the structure, plug in short cables and start picking up service from scientifically lighted studios that only a few minutes before had been entirely free from electronic and lighting gear.

### Networks Pay Share

The two off-again-on-again studios will be the diplomatic reception room and what White House officials refer to as "Broadcasting Room." The latter will be used mainly for radio, TV and movie pickups, under present plans.

Key to the new setup is an elaborate hookup of cables and receptacles, much of which has been paid for by networks and newsreel companies which drew the plans cooperatively.

Nearest comparison is the series of conduits and plugs installed in the House of Representatives chamber for pooled pickups.

Broadcasting Room is the original White House kitchen, with low vaulted ceilings and two fireplaces. The fireplaces were left in place when a modern kitchen was installed elsewhere. The room will be used both as a conference and broadcasting room, with sofas and lounge chairs as well as an old pine table and a great hutch built from old White House rafters at the time the building was reconstructed in 1815-17.

Key item in the room will be a desk previously used on the second floor. Silk and linen damask drapery will be installed at windows with a coarse textured hand tufted rug on the floor, both in a mustard-gold color. Sofas and some of the chairs have been re-covered in black leather and the lounge chairs are re-upholstered in hand woven English tapestry.

The diplomatic reception room has been draped with fabric reclaimed from the first floor.

In both rooms radio-TV-movie personnel will have easy access to a series of boxes and receptacles concealed in the walls. In the ceilings will be concealed receptacles and nipples for quick installation of lighting fixtures.

Storage space will be provided for lighting fixtures and other equipment which will remain at the White House at all times.

Current custom, for radio-TV-newsreel pickups at the White House, calls for a remote TV truck outside the President's office. Long mazes of power lines and other wires are run through a door, which can't be closed during the hours required to set up equipment or even during the actual Presidential performance.

### Easy TV Remotes

With the new studios, a remote truck of the network selected to handle the pickup will drive right up to the side of the White House, saving many minutes and even hours of installation time because of the convenient outdoor recep-tacles.

Since 99% of Presidential programs call for the Chief Executive to sit or stand at a fixed point, the small White House rooms are adequate. Only production problems will involve setting up such props as flags and official seals.

Normally TV technicians like 80-100 foot candles of light for their programs. Movies use about 30 foot candles, but as a rule the newsreel record short excerpts of speech before the actual broadcast telecast gets under way.

Only two microphones are used for the pooled programs. These feed everyone, including newsreels. The rostrum used by the President is equipped with three lights to indicate which TV camera is operating at the instant.

Some talk was heard of installing permanent ceiling fixtures but officials felt these would mar the beauty of the room and the low arched ceilings raise practical problems.

In case of emergency, the new setup will be somewhat of a production man's dream. Those who have handled White House programs recall such events as the outbreak of hostilities in Korea when notice was given at 6 p.m. that a speech would start at 10:1 p.m. It took wild scrambling, but the gear was in place and operating.

The diplomatic room was the scene of President Roosevelt's famed "Fireside Chats."

Naturally those who handle Presidential programs would like to have a permanent White House studio fully equipped for quick feeds to network control rooms and on out to the world. In the absence of such facility, they'll settle for the nearest substitute—the receptacle-dotted walls of Broadcasting Room and the diplomatic chamber.

## MENEFEE CASE

### FCC to Hear Dec. 14

HEARING on revocation of radio-telephone and amateur radio licenses of Henry W. Menefee, of Madisonville, Tex., who allegedly operated an unlicensed television station and rebroadcast KPRC-TV Houston programs in his community, was set by the FCC last week for Dec. 14 in Houston. Comr. George E. Sterling will hear the case.

Mr. Menefee was cited by the Commission last May. A hearing was ordered in August.

In his response to the Commission's action, Mr. Menefee said he had been persuaded to build and operate the television station as a "booster" to help the sale of TV sets in Madisonville, which is 90 miles from Houston. He said the man promoting the project assured him that "everything had been taken care of" with regard to FCC authorization and permission from KPRC to rebroadcast its programs.

## WBAP-TV NEWS FORMULA

### 17-Man Staff Makes a Winner

NARND award to WBAP-TV Fort Worth for the nation's outstanding presentation of television news in 1951 has assured that station's newsroom of its second news-gathering accolade within the short space of three years.

While the *Star-Telegram* outlet won the honor largely on the strength of its five-a-week motion picture newsreel series, *The Texas News*, the newsroom has compiled a list of other news program successes.

The award was announced during the annual convention of the National Assn. of Radio News Directors in Chicago a fortnight ago [B•T, Nov. 19]. It was accepted at the convention dinner Nov. 14 by James A. Byron, WBAP news editor.

WBAP-TV won the first television news award ever presented by the association—in 1949, one year after officially beginning operation.

### Other News Programs

Among other news programs prepared by the 17-man WBAP-TV staff are *News Final*, telecast daily; *Noontime News*, five-a-week series; and the equally frequent *Sports With Sherman*.

But *The Texas News* is the staff's pride and joy. It's a 10-minute program aired Tuesday through Friday and Sundays at 6:45 p.m. Motion pictures are shot by WBAP-TV cameramen, processed in the station's film laboratory and edited in the newsroom. Commentary is written by staff writers.

Comprising the executive staff are Mr. Byron, pioneer radio and TV newsman and veteran newspaperman, who is in overall charge of *The Texas News;* Doyle Vinson, newspaper veteran of 20 years, editor for the program; Wayne Brown, who is assistant newsreel editor; Bob Bassindale, newsreel assignments chief; James Kerr, who heads up WBAP-AM-TV's Dallas news bureau; Lillard Hill, narrator of *The Texas News;* and Lynn Trammell, in charge of newsreel music transcriptions.

While WBAP-TV scans the Fort Worth-Dallas area for all spot news, its reporter-cameramen frequently cover stories throughout the state and even outside Texas in areas for which Texans make no proud claims.

The station's 1951 video coverage log reads like a chronology of top events in any major Texas newspaper. Included were such events as Gen. Douglas MacArthur's visit to the Lone Star State, the inauguration of Governor Shivers, the Olney tornado, the legislature's crime probe hearings, sailing of the Army's 2d Armored Division from Galveston and the 50th anniversary of the Spindletop oil field near Beaumont.

Newsmen also covered the slaying of Texas badman Jim Thomas of Fort Worth in Durant, Okla., as well as maneuvers of naval reserve airmen from North Texas in the Caribbean Sea.

But by far the most dramatic presentation aired on *The Texas News* this year was a sound-on-film story of the Dallas "love burglar," Fred Felix, who was sentenced to the electric chair.

Play-by-play motion pictures of several Southwest Conference football tilts point the staff's sports coverage, under sponsorship of Humble Oil & Refining Co. After processing, editing and writing commentary, the finished products are distributed for Sunday showings on WBAP-TV and five other Texas TV outlets.

## KLAC-TV Suit

GOOD CHANCE of out-of-court settlement exists in plagiarism suit brought against KLAC-TV Los Angeles by Seymour Bern and Tom Barron, according to attorneys for the latter. Suit was filed Oct. 29 in Los Angeles and charged the station and three others with appropriating their "Willie Wonderful" program idea [B•T, Nov. 5]. Others named were Bracken Productions, which produced the puppet TV film series now being telecast on KLAC-TV; Scott-DuMont & Lowman, distributors of package; Martin Gordon given writing credit on series.

## Christmas Drive

TOTAL of 62 TV stations are carrying weekly 15-minute program *The Boy's Railroad Club*, as part of Christmas advertising campaign for A. C. Gilbert Co., New Haven, Conn. (American Flyer Trains, Erector, other Gilbert toys). Sunday newspaper supplements and comic and national magazines also are being used. Agency is Charles W. Hoyt Co., Inc.

# FILM COMMERCIALS

## 'No Good Cheap Job'

By SANDFORD JOHNSON

CIRCUMSTANCES surrounding the making of a TV commercial usually are predicated on two things: The cost and the effect. Both are very closely related.

The prime purpose of any TV commercial is to sell and to sell forcefully in a very short space of time. In order to accomplish this, the commercial must visually portray the product being sold and at the same time be complimented by a strong selling message either by direct dialogue or voice-over narration. These, of course, are prime, but also elemental factors.

The approach to the good commercial takes place on paper where a script writer develops a story through his knowledge of the subject and his own ability. Since the early days of TV commercials three years ago the script writer in general in advertising agencies has learned a great deal in connection with translating copy into a visual medium.

This is improving rapidly and has been augmented in many agencies by men with long experience in the production of motion pictures. Hence, we have two factors: The motion picture producer, whose knowledge and technical skill in producing a motion picture has been complimented by the ability of copywriters to translate forcefully the selling message in 60 seconds.

### Wide Price Variation

Therefore the component parts that make up the good commercial are predicated primarily on originality and thought and technical execution by the producing company. The price of a good commercial can vary tremendously. It is predicated on numerous ramifications that make up a commercial. One thing can be stated with certainty: There are no bargains price-wise in getting a first class commercial. The top technicians in the business are all well-paid and nothing but top technicians can properly produce a first rate TV commercial. This means from your prop man to your head editor, director and cameraman.

So, in summation I would say a first rate commercial consists of originality and thought, plus the ability of the producer, plus the budget supplied by the client to support the above two elements. There is no good cheap commercial on film.

However, let us take a hypothetical 60-second TV spot and we will assume that we have the same problem, the same amount of money, and we are going to produce one excellent TV spot by one producer and one mediocre spot by another producer, with exactly the same circumstances. Why then are we going to have one good and one mediocre spot? The answer lies in one thing: Execution.

The director's interpretation of any given sequences or events in a TV spot can turn it into a live, believeable situation, or it can be a ludicrous situation with very little effectiveness attached to it. In addition to your director's ability and inventiveness, the head editor, who can often edit a film so that glaring errors are corrected, is equally as important as the director.

### Studio Personnel Important

Therefore, in my opinion, one studio may not have the personnel necessary to creatively interpret a good script. On the other hand, the studio which has experience and personnel will invariably come up with forceful film from a good script.

In addition to the personnel factor, studio facilities become an important part of making a top quality commercial, because space, props, and equipment that is not hired is kept in top flight condition and is familiar to the personnel who constantly work with it. In addition, space becomes extremely important where props and sets must be quickly and readily built. This is a time factor and therefore is a savings in the cost of production.

In my opinion, these are the necessary ingredients that make one commercial superior to another from the same original script.

**SANDFORD JOHNSON, author of the accompanying article on film commercials, is president of Seaboard Studios Inc., New York, which he formed in May 1949 after a business career in another field. He was vice president of Francort, Dodge & Co., wholesale liquor distributor and importer serving the New York and surrounding areas. Seaboard Studios, which up to now has concentrated on film production, currently is expanding into distribution. Mr. Johnson is a native of Atlanta, an alumnus of the U. of Virginia and a resident of Manhattan.**

## UHF MONITORING

### WELI Sponsors Site

SPECIAL UHF monitoring location has been set up in New Haven by WELI there in cooperation with four manufacturers of UHF TV receiving equipment, WELI General Manager Richard W. Davis has announced. It is available to anyone interested in UHF channels, Mr. Davis said.

Location is 18 miles from the NBC-RCA experimental UHF transmitter KC2XAK in Stratford (Bridgeport), Conn. Crosley, General Electric, RCA and Zenith tuning and receiving equipment have been installed so that individual and comparison tests may be made.

Mr. Davis extended an invitation to anyone in the radio and TV or related fields to witness the demonstrations. Arrangements, he said, can be made with him. The new location is the second opened by WELI since the start of UHF transmission in Bridgeport in January 1950.

## TV Producers

FOLLOWING earlier preliminary discussions, International Alliance of Theatrical and Stage Employes & Alliance of Television Film Producers resumed contract negotiations in Hollywood last week [B•T, Oct. 29]. The union wants to establish the same wage scale with TV producers as those set up with major motion picture producers, maintaining the same kind of work should draw equivalent salaries. The TV producers hold they cannot afford the same fees as those paid by the older industry.

## CBS-COLUMBIA

### Plant Expansion Underway

CBS-COLUMBIA has inaugurated a $5 million expansion program with the purchase of about 275,000 sq. ft. of additional space for manufacturing radio and television receivers, David H. Cogan, president of CBS-Columbia Inc., subsidiary of Columbia Broadcasting System Inc., announced last Monday.

The new plant, located in Long Island City, N. Y., is the first step in the expansion program, he reported, and brings CBS-Columbia production space to a total of more than 500,000 square feet. The organization's other facilities for both civilian and military production requirements are located in Brooklyn.

CBS-Columbia will have one of the most modern, best integrated television electronic manufacturing systems, he said, when installations in the newly acquired plant are completed. The layout will have complete conveyor system for all phases of production, and will include a self-contained metal fabricating and plating division, a component division, a cabinet division—fully equipped with high-speed wood-working machines—and an electronic assembly area. Divisions will be so organized that there will be a direct flow of cabinets to the assembly line.

Mr. Cogan attributed need for the new expansion program to CBS-Columbia's increased distribution as well as greater production requirements necessary to fill armed forces orders.

## Demo Simulcast

ABC Radio and Television will simulcast the third annual Democratic National Committee dinner at the Waldorf-Astoria Hotel in New York tonight (Monday). Committee Chairman Frank McKinney will make his first major address at the dinner, to be held in the Grand Ballroom. Other talks also will be given. Program will be carried as public service feature by ABC-AM-TV 10-10:30 p.m. EST.

## Tintair Drops 'Maugham'

BYMART-TINTAIR drops sponsorship of *Somerset Maugham Television Theatre*, alternate Mondays, 9-10 p.m., in December on NBC-TV. Advertiser is understood to be more interested in a weekly half-hour show than in the present hour-long every-other-week arrangement. NBC-TV is making every effort to secure such a weekly half-hour show to start in January, the network announced. Cecil & Presbrey, New York, is agency.

## THEATRE TV

### Acquires Garden Rights

RIGHTS to select major sports events at Madison Square Garden for telecasts in theatres outside the Metropolitan New York Area were acquired from the Madison Square Garden Corp. last week by Theatre Network Television Inc., it was announced Wednesday.

WPIX(TV), *Daily News* station in Manhattan, has local television rights for Garden events and telecasts from the arena a minimum of five nights each week.

First events to be shown via theatre television will be college basketball games, starting in December and continuing through the end of the season. National invitation tournament and olympic games playoffs are expected to be widely distributed segments of this coverage, according to a TNT spokesman, while other events will be distributed on a basis of regional and local interest.

Most recent figure released by TNT indicated that some 25 theatres throughout the country were equipped for large-screen theatre television, and the number participating in coverage of Garden events will be announced in a week or two, after telecast schedules have been set up.

# THE SAGA of NBC TELEVISION

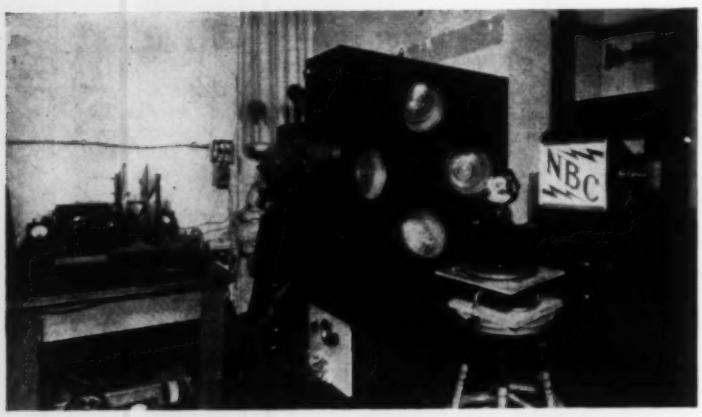
TELEVISION in the U. S. really started in 1928, when W2XBS, RCA's experimental video station, began sending images of Felix the Cat by means of mechanical scanning discs.

W2XBS was located in Van Cortlandt Park in New York City. In 1930, NBC moved the W2XBS equipment to the New Amsterdam Theatre Bldg., broadcasting 60-line pictures from an experimental TV antenna and transmitter atop the Empire State Bldg.

In the few years following, the field-test transmissions continued, using ever-improving scanners, ranging from 120 lines to 343. It was not until 1936 that NBC made the first organized video experimental transmissions between the station and the few receivers in New York City. In 1937, a 441-line scanner was introduced and NBC actually began attempts to program.

In mid-1938, actress Gertrude Lawrence was televised in scenes from "Susan and God" from NBC's Radio City studios. On April 30, 1939, President Roosevelt inaugurated the opening of the New York World's Fair by being televised over NBC. In the spring of 1939, the first baseball game was televised and later that year the first professional major-league baseball game was telecast. In the fall of 1939, the initial telecast of a college football game was made.

* * *




**21 YEARS ago, "Felix The Cat" played an important role in this particular NBC experiment. On table to the left of the scanning equipment is the complete transmitter of W2XBS, predecessor of WNBT New York.**

**IN APRIL, 1939, NBC-TV televised the dedication of the RCA building at the New York World's Fair by David Sarnoff, then president (now chairman of the board) of RCA. About this time commercial television began to develop, but World War II was destined to interrupt it.**

* * *

1940 saw more TV "firsts" by NBC videocasters as they initially televised hockey, basketball and a track meet from Madison Square Garden. The circus also was telecast from the Garden that year. The most important milestone was the pickup of the Republican National Convention from Philadelphia by means of coaxial cable.

On July 1, 1941, television station WNBT began broadcasting as the first commercially-licensed TV station in the U. S. The first TV rate card for advertisers was put out and four sponsors led off the programming. WNBT then had a staff of less than 100 people and there were only about 65 hours of programming a month. There were only 5,000 TV receivers in New York City in 1941.

Following a wartime hiatus of TV activities, NBC went back into television strongly in 1945. For the first time, the highly-sensitive, newly-developed image orthicon tubes were used for TV pickups, revolutionizing the industry insofar as picture clarity and lighting were concerned.

### Postwar Expansion Rapid

The surge of postwar TV activity brought TV to eastern seaboard cities rapidly as the coaxial cable was extended. By 1946, six cities had a total of eight operating video stations.

In Jan. 1947, NBC-TV cameras made the first pickup of Congressional activities at the opening of the 80th Congress. In June, the network's second owned-and-operated TV station, WNBW Washington, began regular operation on a commercial basis.

Extension of the coaxial cable continued so that by early 1948, the NBC Television Network was composed of 25 stations. It was during this year that NBC's owned-and-operated stations in Chicago (WNBQ) and Cleveland (WNBK) went on the air. In January 1949 the cable between Chicago, hub of the midwest network, and New York, center of the eastern TV activities, was opened, linking the major cities of more than half of the country by television. By the end of 1949, the NBC Television Network comprised 55 stations. One of these was KNBH, the network's owned and operated station in Hollywood.

Great advances were made in programming in 1949. This was the year that saw the TV debut of Arturo Toscanini and the NBC Symphony. *Kukla, Fran and Ollie* made their network advent in 1949. Big-time sporting events, operas, Shakesperean plays and many others were brought to viewers who had never seen them before.

### Advances Continue in '50

The growth of the new entertainment and advertising medium continued unabated in 1950. The big names of show business appeared before the NBC cameras for the first time. The unprecedented *Saturday Night Revue* made its ap-

**NBC Silver Jubilee**

pearance. The new concept of utilizing the talents of top stars on a rotating basis in regular program series was inaugurated by NBC.

The TV network operations expanded physically in 1950, with the conversion of Studio 8H in Radio City, formerly the world's largest radio studio, into a mammoth TV studio. NBC also acquired for TV the Hudson and Center Theatres in New York and the Studebaker in Chicago.

The biggest event of TV history in 1951 was the opening of coast-to-coast video facilities. The signing in San Francisco on Sept. 4 of the Japanese Peace Treaty marked the historic occasion. Utilizing the combined coaxial cable and microwave relay system, television has now spanned the continent, bringing to millions of viewers simultaneously, the best and latest in entertainment, news, education and culture.

10

# television's first ten

It's really Radio's party—but no one should mind if Television pipes up too. You know how ten-year-olds are.

Commercial television was born ten years ago in an NBC studio. The faith of the advertisers was obvious—NBC had four sponsors the first day.

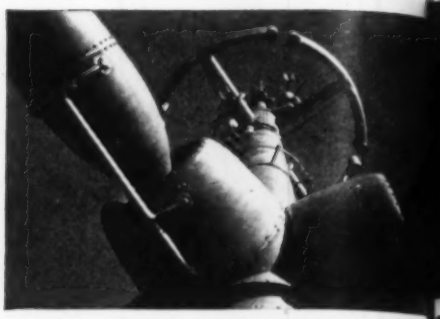
In the dramatic war-and-peace decade that followed, the faith of the public in Television was also vindicated. Competition for that public's favor has steadily raised the level of TV entertainment.

*But NBC had never intended its growing TV network to be merely an instrument for public recreation. Fine comedy and variety, great drama, top sports—of course. But in news, in public affairs, in cultural development and public service, NBC Television also intended to lead the way...*

***the record speaks for itself*** →

# 10

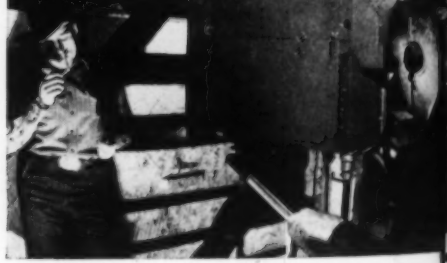
## ten years of tv leadership



**1941** NBC's W2XBS (later WNBT) goes on t
air as the world's first commercial TV stati
transmitting from the Empire State Buildi

**1942** First mass education by television i
tiated by NBC-RCA in training thousands
air-raid wardens for the New York area.

**1944** Roosevelt-Dewey election returns cove
by NBC Television. Today many predict t
future elections will be *decided* by television.



**1945** With only candlelight for illuminati
NBC demonstrates RCA-developed "Image O
thicon" tube—solving major problem in illumi
tion of TV programs and outdoor pick-ups.

**1946** The dramatic opening sessions of the UN Security Council at Hunter College, New York, are televised by NBC.

**1950** NBC launches a succession of revolutionary programming concepts – Saturday Night Revue, Four Star Revue, Comedy Hour, The Kate Smith Show. They worked.

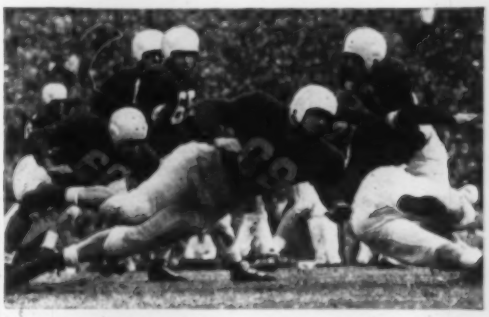
**1947** NBC Television cameras enter halls of Congress for first time to show opening ceremonies of 80th Congress.

**1950** NBC-RCA begin first regular schedule of compatible, all-electronic color television broadcasts experimentally in Washington, D. C.

**1948** Maestro Arturo Toscanini conducts NBC Symphony Orchestra in first major musical television broadcast–an all-Wagner program.

**1951** Viewers share the full excitement of world diplomacy at the Japanese Peace Conference. As usual, NBC Television was there.

**1948** Historic screening by NBC cameramen of battle maneuvers on aircraft carrier U.S.S. Leyte 30 miles at sea.



**1951** NBC books three of the sports world's greatest attractions–the World Series for the next four years, the Rose Bowl games for three, and NCAA Saturday football.

*and on*

**NBC TELEVISION**

*...the greatest*

*array of stars*

*in the history*

*of show business...*

10

*The biggest stars . . .*

ABBOTT & COSTELLO
LOLA ALBRIGHT
FRED ALLEN
MEL ALLEN
HOWARD BARLOW
JACK BARRY
ROBERT BARRY
GERTRUDE BERG
MILTON BERLE
VIVIAN BLAINE
VICTOR BORGE
BILL "HOPALONG" BOYD
JULES BUFFANO
CACTUS JIM
SID CAESAR
EDDIE CANTOR
JACK CARSON
JACK CARTER
BETTE CHAPEL
IMOGENE COCA
DOROTHY COLLINS
TED COLLINS
BUD COLLYER
BOB CONSIDINE
JOHN CONTE
FRANK DANE
DENNIS DAY
HOWDY DOODY
OLIVER DRAGON
JACK DREES
JIMMY DURANTE
RALPH EDWARDS
BOB ELLIOTT
DALE EVANS
BERNADINE FLYNN
FRANK GALLOP
WILLIAM GARGAN
HENRY GARRARD
DAVE GARROWAY
MARJORIE GATESON
JACKIE GLEASON
BILL GOODWIN
RAY GOULDING
TED GRANIK
WALTER GREAZA
JACK HASKELL
BILL HAYES
GABBY HAYES
DON HERBERT
ED HERLIHY
HONEY BROTHERS
BOB HOPE
TED HUSING
EDDIE JACKSON
DENNIS JAMES
JUDY JOHNSON
JUNE JOHNSON
SPIKE JONES
ROOTIE KAZOOTIE
JACKIE KELK
NICK KENNY
WAYNE KING
KUKLA, FRAN & OLLIE
SNOOKY LANSON
PINKY LEE
JERRY LESTER
BUNNY LEWBELL
RUTH LYONS
BERT LYTELL
MAGGI McNELLIS
TED MACK
DR. ROY K. MARSHALL
MARTIN & LEWIS
TONY MARTIN
GROUCHO MARX
SOMERSET MAUGHAM
MARTY MAY
JAMES MELTON
ROBERT MONTGOMERY
LLOYD NOLAN
DONALD O'CONNOR
OLSEN & JOHNSON
J. C. OLSEN
BERT PARKS
R. MARLIN PERKINS
SUSAN PETERS
MARGUERITE PIAZZA
EZIO PINZA
JIMMY POWERS
ROBERTA QUINLAN
MARTHA RAYE
ROY ROGERS
JACK ROTH
MARTHA ROUNTREE
CONNIE RUSSELL
TODD RUSSELL
RAYMOND SCOTT
DAN SEYMOUR
DINAH SHORE
RED SKELTON
SKY KING
BOB SLOANE
BOB SMITH
KATE SMITH
LAWRENCE SPIVAK
KAY STARR
JOHN STEELMAN
BILL STERN
SID STONE
JOHN CAMERON SWAYZE
DANNY THOMAS
BURR TILLSTROM
ARTURO TOSCANINI
ROBERT TROUT
MARGARET TRUMAN
DOROTHY WARENSKJOLD
EILEEN WILSON
PAUL WINCHELL — JERRY MAHONEY
ED WYNN

*. . . the biggest audiences!*

**NBC television**

*America's No. 1 TV Network*

*A Service of Radio Corporation of America*

**IS NBC TELEVISION SOLD OUT?** *It's true our nighttime and daytime availabilities are all but gone. But you can still get NBC's formidable talent parade on your side via a few current opportunities like The Goldbergs; Kukla, Fran and Ollie; William Gargan; Ruth Lyons' 50 Club; Howdy Doody; NBC Opera; Gabby Hayes; Nature of Things; Mr. Wizard; Battle Report—Washington, and other highpowered properties.*

*Contact NBC Television Sales, 30 Rockefeller Plaza. New York 20, N. Y.—Circle 7-8300.*

# NBC'S ENGINEERING

## *Over Two Decades of Technical Strides*

DURING the roaring Twenties when radio was still a baby, the scientists and engineers of RCA were experimenting on a new electronic gadget to transmit and receive motion pictures in addition to sound. In 1928, as a result of its laboratory research and development, RCA established a 500 w experimental television station in New York City.

Although the techniques were the best of the day, they were extremely crude by modern standards. For example, the transmitter was operated on approximately 2 mc, which would be entirely unsuited for the present-day system.

Two years later, on July 30, 1930, NBC engineers took over the operation of the pioneer TV station (W2XBS), moving it to the New Amsterdam Theatre Bldg., where they continued the experiments until 1932.

With knowledge gained from their early experimentations, the visionary engineering team of NBC and RCA pioneered in the use of very high frequencies for television broadcasting. Realizing even then the brilliant future of this new visual medium, NBC leased space and roof rights in the Empire State Bldg. and constructed a TV plant employing much higher power than previously attempted. Experimental transmissions from this new site were begun Oct. 30, 1931.

The studio, located on the 85th floor of Empire State, employed what was then the most advanced type of flying spot scanning. In 1933, NBC engineers succeeded in relaying a 120-line picture from the Empire State, via Arneys Mount, N. J., to Camden, N. J., a distance of 86 miles.

Later when the RCA completely electronic system became available, NBC engineers designed and built at Radio City (1936) the first complete plant using a 343 line system with iconoscope cameras. Three of these cameras were installed in studio 3H for live programming and two in studio 5F for projection of both 35mm and 16mm motion picture film. Master control switching and monitoring facilities and equipment for field pickups were also incorporated into the new plant. The programs were transmitted to the main transmitter atop the Empire State by a radio link as well as coaxial cable.

Turning their attention to studio and program operations the network's engineers experimented and developed many of the basic techniques still employed today. Correct studio lighting was one of their fundamental objectives. The use of film for program material was another. Work was initiated to develop suitable studio cameras with all the pertinent elements, such as lens, view finders and pickup tubes. Background projection was initiated to improve program operation.

The picture quality was improved with the advent of a 441-line picture in 1937. In cooperation with the Bell Telephone Co., NBC engineers conducted tests to determine the requirements for line transmission, realizing the future prospect of having to use telephone lines to link widely separate stations in a network.

Viewing tubes were also studied by the NBC engineers and in October 1937, the first public demonstration of the black-and-white kinescope was held. Earlier, RCA had demonstrated publicly its screen projection. Remote pickups employing mobile units was instituted in March 1938. The 441-line transmission was increased to its present standard, 525 lines.

With ever-increasing importance put on remote pickups, new and more efficient portable field equipment was developed. The orthicon camera was one of the earliest and most useful products of this effort. It's greater sensitivity permitted the televising of indoor sporting events and similar activities.

In March 1940, NBC conducted the first successful telecast from a plane flying over New York City. During this period, a variety of visual effects was first demonstrated by network engineers—such as image super-imposition; the double mirror for low angle electronic dissolves, and news programs using photographs.

In 1941, programs were relayed from Camp Upton, N. Y. to Radio City. Large screen (15 x 20 ft.) theatre television was publicly demonstrated at the New Yorker Theatre and included remote pickups from a Radio City studio and Madison Square Garden.

On July 1, 1941, NBC's New York station became WNBT (TV), the first commercially licensed station to go on the air. It was a historic occasion, the culmination of many years of experimentation and development in which NBC engineers led the way.

When World War II broke out, NBC put all its television resources at the disposal of the government for further development and for use as a public service. Accordingly, civilian defense programs including air raid precautions were adopted in the regular operating schedule.

As the war came to an end, the NBC engineering department renewed its efforts to improve existing equipment. The image orthicon camera was developed and used for the first time to televise the Joe Louis-Billy Conn heavyweight fight at Yankee Stadium in 1946. Compact microwave transmitters and receivers operating on 9000 mg. were used to relay programs from the field to the studio.

**NBC Silver Jubilee**

The development of kinescope photography also was initiated in 1946. On this project, the network's engineers worked closely with film and camera manufacturers in developing the equipment.

In 1947, NBC began to expand its TV facilities in earnest. WNBW (TV) Washington, D. C., became the second NBC-owned video outlet to go on the air, to be followed by WNBK (TV) Cleveland and WNBQ (TV) Chicago in 1948 and KNBH (TV) Hollywood in January 1949. New and larger studios were added in New York, Chicago and Hollywood.

The network today is telecasting from a total of 21 studios, with two more expected to be added in the near future. Thirteen studios are functioning in NBC's New York operation alone. Six are located in Radio City—the largest, 8H, measures 132 ft. long, 78 ft. wide, and 30 ft. high—and three studios are housed in the RKO Pathe Bldg. at 106th St. In addition, comedy, musical and variety programs are

*(Continued on page 156)*

### NBC's Antennas Atop The Empire State Bldg.

**1931—First permanent TV antennas erected on 12-foot poles on the tower top.**

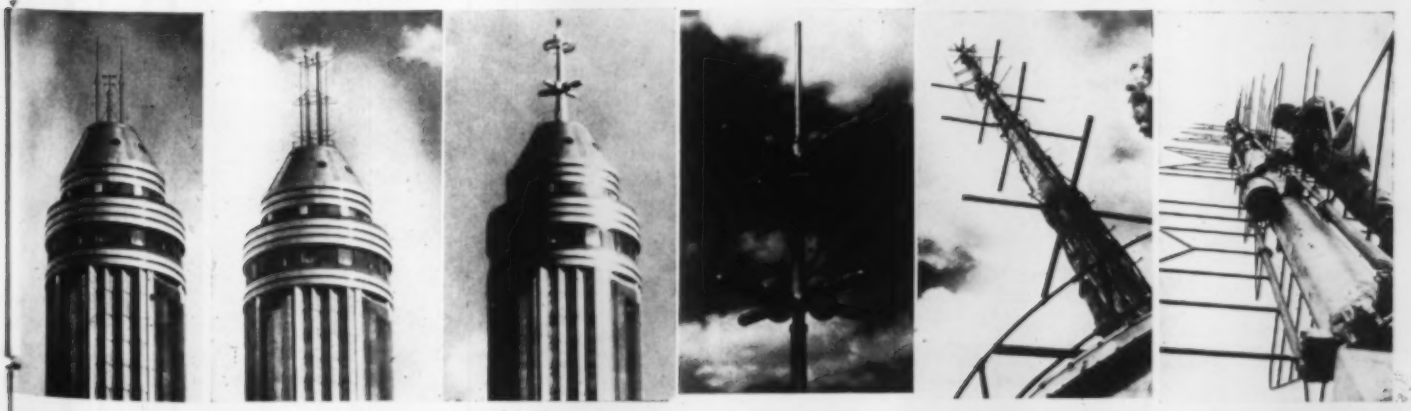
**1936—Second installation with three triangular antennas supported by poles and rods.**

**1938—A 35-foot mast with ring-shaped dipoles as upper elements and a video turnstile below was the third installation.**

**1939—Two-layer turnstile antenna, seven feet high, with horizontal elements as radiators and a vertical element for lightning protection, was added to main antenna structure for experimental telecasting at 288 mc.**

**1946—Super-turnstile antenna, 61 feet high, erected when WNBT began telecasting on Channel 4.**

**1951—Steeplejack working on multiple antenna structure from which five TV stations — WNBT, WCBS-TV, WABD, WPIX, WJZ-TV— will transmit simultaneously. Special Minneapolis-Honeywell electronic heating device will keep antennas de-iced during cold weather.**



## BETWEEN COMMERCIALS

BY KAY MULVIHILL

**KPIX's tele-version of Margo Trumbull's popular radio series—"Top of the Mark" has proved to be one of San Francisco's top TV productions.**

Televised directly from the world famous Top of the Mark, the half hour weekly program features Margo's interviews with the world's best known figures in entertainment, political, literary and professional circles. Such celebrities as Celeste Holm, Dorothy Thompson, Vincent Price, Pierre Monteux, Marsha Hunt, Warden Clinton Duffy, Andre Previn, Arch Obler, Yehudi Menuhin, Arthur Fiedler, Opera and Ballet stars, and numerous others have guested with Margo in the glamourous Nob Hill setting.

Margo Trumbull

**The interesting visitors . . . the scenic "Top of the Mark" . . . and the well-paced performance of hostess Margo Trumbull, who has acquired a widespread reputation for her interviewing techniques, combine to make for a smooth production.**

**WINTER CONCERT SERIES**

KSFO's third annual Winter Concert Series has resumed once again and is now featuring two full hours of classical and operatic music each Sunday afternoon.

**Musical host, Bill Hillman, also brings KSFO listeners interviews with leading concert artists appearing in San Francisco.**


KPIX CHANNEL 5

Represented by The Katz Agency, Inc.

560 KC KSFO

Represented by Wm. G. Rambeau Co.

SAN FRANCISCO


# TRICK SHOTS WITH 'THE GIZMO'

### New Effects Possible, Costs Cut

A NEW TYPE of instrument has been invented for television commercial production called "The Gizmo." It enables an advertiser to use animated commercials "live," and a producer to superimpose shots without other mechanical devices, yet saves in production costs.

The electronic device was conceived, developed and built by George Gould, director of *Tom Corbett, Space Cadet*, with the aid of two ABC video engineers, Rolph Drucker and David Fee.

It costs less than $100 to build, spokesmen said. Simply, it duplicates the filmland "process shot" and, like it, can create a myriad of shots.

For example, on a recent program Mr. Gould from inside a departing rocket ship and through one of the portholes "shot" a scene depicting a live, clawing prehistoric monster trying to plunge inside the ship. The men and the ship were of normal size but "The Gizmo" enabled the director to "blow up" a baby alligator to immense proportions and have it superimposed on the ship's window.

In another script, the action "took place" on a planet still roamed by prehistoric animals. Mr. Gould had his actors scurrying over the hulk of a dinosaur in a jungle setting. Hollywood would have spent $10,000 constructing such an animal, it was said, while Mr. Gould used an inexpensive papermache model barely two feet long and let "The Gizmo" do the rest.

On still another program the device enabled two men in a rocket ship to rise from the floor, do a midair flip and tumble to the ground.

**Helps Commercials**

In the commercials for Kellogg's cereals, "The Gizmo" allows flying, dancing, jumping, self-pouring cereal boxes to be reproduced "live" at little more cost than the TV time itself, and each commercial is new. Such animated commercials usually done on film are expensive and hence are used over and over...

Other producers are said to be asking Mr. Gould for advice and permission to use the new device. Currently he is working out a "trick" scene for another producer where a man falling down an elevator shaft while he is tracked by the camera from the moment he falls until he hits the bottom.

Kellogg's *Tom Corbett, Space Cadet* is a Rockhill Productions package and is heard three times weekly on ABC-TV, 6:30-6:45 p.m.

*Creating effects like this on television programs is made easy and economical with 'The Gizmo'. And it works on 'live' commercials, too.*

## SMALL CITY TV

### Herzog Sees None Soon

THERE is little prospect of TV emerging in the smaller Wisconsin cities in the near future, L. W. Herzog, assistant general manager of radio-television for the Journal Co. (WTMJ-AM-FM-TV Milwaukee), said in a speech Nov. 15.

Addressing the Wisconsin Utilities Assn. at the Schroeder Hotel, Mr. Herzog outlined two ways in which cities may obtain video service: (1) high power stations in metropolitan areas, and (2) smaller power outlets in the smaller areas.

WTMJ-TV hopes to increase its coverage by adding a 1,000-ft. tower when the TV freeze is lifted sometime next year. This would increase the station's range from 40 or 45 miles to between 80 and 85 miles, he explained.

## TVA Delegates

ELECTED last week as West Coast representatives to the national Television Authority convention in New York Dec. 7-9 were Don Wilson, Bob Bruce, in announcers category; Stanley Farrar, Lee Millar, Eve McVeagh, Lee Hogan, Peter Prouse, Martha Shaw, Tyler McVey, actors; Vince Townsend Jr., Bob Stevens, solo singers; Ray Linn, Harry Stanton, chorus singers; Gloria Dea, dancers; Harry Mendoza, specialty acts. Another will be chosen from this category. Tie existed between two members late last week. From these 16 members, approximately 10 delegates will be decided upon by the whole group to attend the convention. Also attending will be the 16 TVA board members, coast executives and chief counsel.

## VANDA TOUR

### Reviews Circus Talent

CHARLES VANDA, vice president in charge of television for WCAU-AM-TV Philadelphia and president of the Television Assn. of Philadelphia, sailed for Europe on the *Ile de France* fortnight ago. Mr. Vanda, the creator and producer of *The Big Top*, television circus show, has been making a month's survey of circus acts in France and Spain.

Meetings have been arranged with the directors of the Cirque Medrano, Cirque D. Hiver and Pinder in Paris, as well as the Circo Price in Madrid and the Circo Trebol in Barcelona, for previews of Europe's top attractions suitable for television.

Mr. Vanda also set up film coverage of the United Nations meetings in Paris for the station's Philadelphia clients.

This is Mr. Vanda's first trip aboard since he served as a lieutenant colonel in charge of Balkan operations during World War II.

ABC-TV midwest program, *Hail the Champ*, sponsored by F. W. Amend Co., Chicago (Chuckles candy), through Henri, Hurst & McDonald, same city, expanding number of stations from three to 10, effective Dec. 22. Show—on three midwest stations since Sept. 22—moves to new time slot: 6-6:30 p.m. EST, Saturday, when expansion goes into effect.

## AUTHORS TALKS

### Reinstated in New Yo

NEGOTIATIONS to cover telev sion have been fully reinstated b tween National Television Commi tee of the Authors League o America and the major network with advertising agencies sittin in as observers. Sessions are bein held Monday and Thursday to formulate what are expected t be involved contractural arrang ments.

Problem of framing first sus agreement is heightened by fa that work of authors—unlike th of actors in live television show —can be used repeatedly, so second use rights and similar problem must be considered. Negotiation were interrupted last July afte about 40 meetings when Radi Writers Guild filed NLRB petitio to settle jurisdictional dispu within the League.

## ABC-TV EXPANSION

### Underhill Begins Tal

CHARLES UNDERHILL, nationa director of the television progra department for ABC, was sched uled to arrive on the West Coas today (Monday) to confer wit network officials there on expan ing the use of ABC's Televisio Center in Hollywood as the origi nation point for transcontinenta programs.

Explaining that he is "par ticularly eager to utilize to th utmost" the West Coast facilitie Mr. Underhill also planned to in spect KECA-TV Hollywood an KGO-TV San Francisco, both ABC owned outlets, and to confer wit station executives.

ABC-TV *Lorraine Cugat Show* move to new time spot on KECA-TV L Angeles Sat., 8-9 p.m. (PST). Pro gram formerly was heard Tues., 1 11 p.m.

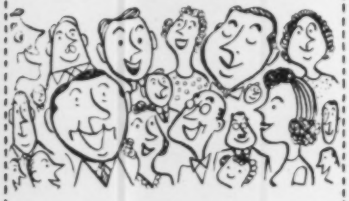
Here is the signpost pointing to a new era—a vast challenge to creative imagination. Hours on end each day it offers a parade of news, tragedy, comedy—life as it passes, in uninterrupted flow.

To help the creative TV producer, writer, and advertiser achieve fuller flexibility in production and greater versatility in programming, the Eastman Kodak Company provides a full line of motion-picture films, motion-picture cameras, projection equipment, and lenses. From its offices in principal motion-picture centers is available a highly specialized staff of motion-picture engineers and technicians ready to assist in any film problem.

For helpful information about your problems, write or phone the Motion Picture Film Department, **Eastman Kodak Company,** Rochester 4, N. Y.; East Coast Division, 342 Madison Avenue, New York 17, N. Y.; Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois; West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.

WSAZ-TV
Channel 5
EXCLUSIVE
Coverage
OF THE
HUNTINGTON
CHARLESTON
TV MARKET
ABC—CBS—NBC—DTN
Represented by
THE KATZ AGENCY

WSAZ
HUNTINGTON, WEST VIRGINIA
One of the Nation's Oldest Stations



MORE LISTENERS
THAN
ALL STATIONS
COMBINED*
*by C. E. HOOPER.....1951
5000 WATTS—930 KC
ABC PROGRAMS
Represented by
THE BRANHAM COMPANY

## TV Code Survey

(Continued from page 139)

ance by individual stations. WDAF-TV is answerable only to the public and the FCC for its performance in the public interest and would not accept any plan of policing by other stations. Such a plan would be neither legal nor American in principle."

A station which has given the code considerable study is not yet ready to endorse it, pointing to a number of specific points raised by a station department head (see below). The station felt there had to be "a first step, and perhaps this is as good as any that could be taken." It advocates discussion and changes before adoption by the industry.

Among those strongly in favor of the code, P. A. Sugg, manager of WKY-TV Oklahoma City, believes the industry "will accept the code's tenets with relatively few minor changes in wording. The enforcement procedures probably will prove troublesome, but responsible management can solve this problem as it has many others during past years."

Another code proponent conceded he hadn't studied it but figured "it is a great thing for the industry."

Lee Ruwitch, vice president and general manager of WTVJ (TV) Miami, feels the code needs changes and has made some suggestions to the Swezey committee. "As far as the criticism by Washington attorneys is concerned," he said, "it never entered our minds that the code would be put into final form in such lay terms as the original draft. Naturally, it would require the legalistic scrutiny and wording which would afford proper protection to the stations and the industry. We think the code is basically a good one and certainly greatly needed."

### Need Clearing House

WTVJ staff members agreed a central clearing house is needed to check new products and claims, local and national; wants specific changes in time standards; is concerned about film commercials used over and over, pointing to audience objections when films are repeated.

Campbell Arnoux, WTAR-TV Norfolk, an NARTB TV board member, is convinced a "sound, virile" code is a "must," not only "for the articulate critic, but for the inarticulate millions who must perforce look or turn the switch."

"The proposed code is a start as I see it," Mr. Arnoux said. "It is not a perfect document—even the Constitution has been amended many times—and as experience gives us the answer, this television code will, without doubt, be also revised.

"As to the penalty provisions for violation, it seems to me a code for as dynamic a medium of mass influence on peoples' life and thinking without penalities would be an empty shell which only the conscientious operator will pay any attention to. No code, not even a perfect document, will please everyone but I'm sure the board will give weight to all sound criticisms of the proposed document."

E. K. Jett, vice president and director of WMAR-TV Baltimore, agrees the code, as adopted in principle at Chicago, was the result of considerable study and hard work and added he had heard nothing but praise in regard to the main provisions.

He raised a note of warning, on the other hand, saying, "Down toward the end, we are invited to become a paid subscriber to the penal provisions of the code. Thus, in effect, we are advised that we can pay real money to take chances that might not exist if we pay nothing at all." He felt the points raised by radio attorneys should be answered in detail by NARTB.

George M. Burbach, general manager of KSD-TV St. Louis, said the code "represents the best cooperative effort ever put forth by our industry, and basically it is good. Of course, it would be impossible to obtain 100% approval. Some opposition undoubtedly stems from honest convictions, but there probably are a few who place selfish interests ahead of all else. The code may need some minor revisions but in my opinion the overall result is excellent."

### Self-Regulation Preferred

Eloise Smith Hanna, president of WBRC-TV Birmingham, feels it is better for the industry to operate "under its own code admitting, and regardless of, its inadequacies, rather than operate under government censorship.

"The sense of the TV code parallels that of the broadcasting code, also the code under which many networks now operate. I think you will agree that in the past the majority of broadcasters have abided by the broadcasting code without serious effects. And I think the same will be true of the TV code. It is impossible to fully comment on the objections cited by the Washington radio attorneys since the end results arising from the objections cited have not been completely set forth.

"Affiliated stations should be held blameless for any violations of the code committed on programs fed to such stations by the networks, since at the present time affiliated stations have no means whereby they may censor network shows.

"Furthermore, in replying to one of the citations set forth, it is my understanding that the board will have no judicial authority in the true sense of the word. Rather their authority will be limited to disciplinary action as prescribed and agreed to by the broadcasters themselves. Thus FCC application forms dealing with the question covering convictions and violations would not be applicable in the event any action may have been taken against any station by the review board of the TV code."

M. C. Watters, vice president and general manager of WCPO-TV Cincinnati, declared the code, though not perfect, "is the closest answer to a very serious problem affecting our industry." He is opposed to further delay, recalling station endorsement in Chicago where "some 60 or 70 stations . . . voted unanimously that the code as presented should be adopted. They did more than agree to the principle of the code; they agreed to every article in it."

He favors revisions, even major ones, but wants adoption now with major amendments considered at the NARTB convention in April. "By that time," he noted, "all of us will have had a chance to have lived under the code and to make any suggestions that we deem advisable."

### Walker View

Larry Walker, secretary-treasurer and assistant general manager of WBTV (TV) Charlotte, N. C., called it "a very beautiful and idealistic thing—a move which was sorely needed in TV."

Mr. Walker said he is no purist but is starting to worry over "the impact of undressed girls, hip-shakers." He said the station was about to do something on its own if it was not done nationally.

"I hope the networks and individual stations can and will take this thing seriously," he said. "I'm of the opinion it will not cost us money but in many cases will save us headaches and build audiences."

Patrick J. Goode, president of WNHC-TV New Haven, is "heartily in favor of the adoption of some reasonable plan of regulation which would tend to eliminate suggestive remarks and actions" and which would cover commercials as well as programs. "I believe the code has gone a long way to correct some of the evils of television," he said. "If it does not fully satisfy all elements of the industry it could be amended from time to time in an effort to perfect it."

A manager preferring not to be named said, "I do not recall that the code was approved in principle at Chicago. My recollection is that the resolution asked that it be placed before the board of directors so that they could promulgate it. The station has never subscribed to industry codes, having its own operating standards.

Following are the observations of a TV station department head who was asked, "Do you think it

TELESCRIPTIONS
ANIMATED AND
LIVE ACTION
TV FILM SPOTS
20-Second and 1 Minute
823 VICTOR BLDG. • WASH. D. C.
Sterling 4650

[the code] should be approved without changes?" The answer was, "No," accompanied by these recommendations and observations:

1. Under Section 4, "Suspension of Subscription"—
   a. "If hearing is requested by subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board of Directors may specify."
   This is arbitrary, allowing the accused no voice in establishing particularly the place of hearing. Whenever possible the scene of the alleged violation should be designated as the place of the hearing in order that the defense may present maximum evidence at minimum cost.
   b. ". . . shall notify the subscriber and the Television Code Review Board in writing of the decision. Such decision shall be final."
   In cases when punitive action verdicts are returned by the Board, shall the Board's decision still remain final if the accused can later prove that the *exact* same violation by one or more fellow subscribers went unchallenged? Also, can an exiled subscriber demand a rehearing and possible reinstatement if a Code change subsequent to his denouement negates the section(s) originally violated?
   c. This section fails to state whether or not the Board must identify *all* known complainants in any violation bill of particulars.
   d. This section gives the accused no right to challenge members of the Review Board or Board of Directors who, it might be proved, could be prejudiced against the accused.
   e. No provision is made in this section which assures an accused that there will be no Board changes during a hearing without his express approval.
2. Under Section 6, "Termination of Contracts"—
   a. Does not insure amnesty for maximum of 52 weeks from date of Code acceptance.
3. Under Paragraph 6, "Time Standards for Advertising Copy"—
   a. "On Camera" shots of such materials (stationary backdrops or properties) should be fleeting, not too frequent and . . ."
   Treating this matter from a time rather than a propriety standpoint militates against the user of discreet desk cards and other inoffensive props.
4. Under Paragraph 1(c), "Presentation of Advertising"—
   The word "disparage" is too weak. The dictionary says it means "speak slightingly of." If this definition were accepted, much of the current cigarette advertising would have to be turned down. Perhaps "malign" would be better.
5. Under "Premiums and Offers"—
   a. Paragraph 1. "Full details of proposed offers . . ." is too general a statement and forces the broadcaster to usurp power rightfully belonging to the Federal Trade Commission.
   b. Paragraph 2. "A final date . . ." permits no extension of end date by client.
   c. Paragraph 3. "Willingness to honor complaints . . ." puts the client in a completely untenable position. It does not state that, in the event of "dissatisfaction," the premium or offer must be returned before money can be refunded.
   d. Paragraph 5. "Assurances should be obtained," is too noncommittal. Is the necessity for obtaining assurances dependent upon the individual case? Must the assurances be written? Can the broadcaster be held culpable for failure to obtain assurances?
6. An addendum to the code should make it clear that no station subscriber shall be held responsible for any code violation occurring in any live or transcribed program originated by a network subscriber.
7. Under Section 3, "Authority and Responsibility"—
   a. Part 6 fails to establish liaison between review board and advertising groups such as AAAA.
   b. Part 9 does not clarify "recommendations." If this is meant to encompass the issuance of warnings to alleged violators, it should so state. In this regard it might improve the intent and workability of the Code to insist that Rules and Procedures contain assurance that alleged violators receive at least one warning before charges are preferred, and that no charges will be preferred unless alleged violation is repeated after receipt and acknowledgment of said warning(s).

**QUESTIONS**

1. Can the board of directors render unbiased decisions on charges levelled against a board member's operation?
2. How will the public be able to distinguish between disbarred members and non-members operating in good faith?
3. What happens if non-members establish a competitive code which offers similar rules minus the controversial sore-points?
4. Can charges be preferred solely on the strength of testimony given by persons other than members of the review board.

## TV Fire Alarm

SALT LAKE CITY firemen didn't need the plea of "fireman, save my child." They saw fire break out on a local TV program in a KSL-TV studio Nov. 5, when an illuminating lamp ignited a curtain during performance of *Television Sweepstakes*. Watching show over their sets, the firemen turned up at the studio ready to fight a fire to which they were not called. Station employes had extinguished the blaze before they arrived. Damage was estimated at $100.

## UPT Dividend

UNITED Paramount Theatres Inc. —in process of merger with ABC (See story page 35)—last week announced that the UPT board of directors has declared a dividend of 50 cents per share on outstanding common stock, payable Dec. 18 to holders of record at close of business Nov. 30.


REELS OF
REAL QUALITY!

Not only Madam, but the entire family are spellbound by such films as our historical dramas featuring TOM KEENE and RITA HAYWORTH I CONQUER THE SEA with DENNIS MORGAN — FLAMING HEARTS — UNSUNG HEROES — SAVAGE GOLD, and THRILLER from the JUNGLES OF EQUADOR. These are some of our exciting features, T. V. proved commercially and sustaining wire by top T. V. stations.

FILMS FOR TELEVISION!

Full length feature mysteries—dramas—historicals—adventure & westerns—serial—short series in sports and nature—travel—novelties to fit any type of program.

*Information and prices on request. Write, wire or phone now for new classified film brochure.*

Salute to NBC on their 25th anniversary

TFI-TV ★★★ TELECAST FILMS Inc.
112 W. 48th Street New York 19, N.Y.
JUdson 6-5480



MR. SPONSOR

...MEETS FRIENDS

These are but a few of the many hundreds of Central New York youngsters who turned out to greet BOB EHLE, the WHEN "Singing Story Teller" at a recent public appearance. The smiling gentleman in the picture is a satisfied Bob Ehle sponsor.

"THE BUNKHOUSE" is Central New York's most popular gathering place, every day from 5:00 to 6:00.

Say WHEN TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND PUT "MYSTERY THEATRE" TO WORK FOR YOU!

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT

OWNED BY THE MEREDITH PUBLISHING CO.

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . .
there are

187,250

Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel
6

"First in Indiana"

# telestatus

## Live Shows Preferred, Survey Indicates

(Report 191)

LIVE shows are more popular than filmed, and dramatic type entertainment is favored over any other form in television by program buyers. So says the fourth annual national TV poll concluded early this month by Gordon Levoy, head of General Television Enterprises, Hollywood.

Conducted among 400 leading advertising agency executives, station program directors and sponsor advertising managers, responses indicated preference with respect to content, length, type and method of programming.

### Majority Favor 'Live'

Of those replying, 60% of agencies, 90% of sponsors and 53% of station program directors cast their votes for live entertainment. Old movies and kinescopes received only a negligible vote. In previous polls conducted by Mr. Levoy, filmed shows ran well ahead of live telecasts.

Dramatic type shows were preferred by all groups, with 97% of agencies, 84% of sponsors and 80% of stations voting them first. Variety shows came second in favor, with comedy and sports next in order. Concert music and panel shows were favored over old movies films and westerns. The half hour show was given as preferred length.

## Berle Heads Pulse List

TOP 10 network TV programs for Week of Oct. 11-17 were released last week in a multi-market survey published by the Pulse Inc. They are:

ONCE-A-WEEK SHOWS

| Program | Average Rating |
|---|---|
| Texaco Star Theatre (NBC) | 40.4 |
| Your Show of Shows (NBC) | 30.2 |
| TV Playhouse (NBC) | 28.1 |
| Comedy Hour (Abbott & Costello) (NBC) | 28.0 |
| Godfrey & His Friends (CBS) | 27.7 |
| Fireside Theatre (NBC) | 26.8 |
| Toast of the Town (CBS) | 26.8 |
| Mama (CBS) | 26.1 |
| Red Skelton (NBC) | 26.0 |
| Football (Redskins vs. Browns) (DuMont) | 26.0 |

MULTI-WEEKLY SHOWS

| Program | Average Rating |
|---|---|
| Howdy Doody (NBC) | 13.8 |
| Cactus Jim (NBC) | 13.5 |
| Camel News Caravan (NBC) | 12.3 |
| Kukla, Fran & Ollie (NBC) | 10.9 |
| Perry Como (CBS) | 10.8 |
| Kate Smith (NBC) | 10.6 |
| CBS-TV News (CBS) | 9.5 |
| The Stork Club (CBS) | 9.1 |
| Captain Video (DuMont) | 9.0 |
| Mohawk Showroom (NBC) | 8.8 |

* * *

## Set Ownership in L. A. Area Surveyed

THERE IS one television set for each 1.5 families or 66% saturation in the Los Angeles signal area, according to the Electric League of Los Angeles, Kern, Riverside, San Bernardino and Ventura Counties.

Survey further revealed that 321,916 of these (1.5) families own sets with screen size 12" or under. Total number of sets in the area as of the end of October was 1,097,459, an increase of 11,362 over September's figure. Set distribution figures were based on reports by 27 distributors in the area over the September-October period.

* * *

## 'Talent Scouts' Tops November Trendex

ARTHUR GODFREY'S *Talent Scouts* heads list of top 10 TV shows released by Trendex Inc. in its November TV Program Popularity Report. The report, covering 10 cities served by three or more TV station, follows:

| Program | Rating |
|---|---|
| Talent Scouts (CBS) | 47.7 |
| Texaco Star Theatre (NBC) | 44.3 |
| Martin and Lewis (NBC) | 42.1 |
| Red Skelton (NBC) | 40.8 |
| Show of Shows (NBC) | 40.3 |
| Jimmy Durante (NBC) | 39.8 |
| Godfrey & Friends (CBS) | 38.3 |
| Fireside Theatre (NBC) | 37.7 |
| Man Against Crime (CBS) | 37.6 |
| Jack Benny (CBS) | 36.5 |

* * *

## Children Request TV Brands

RISING power of television was indicated again last week by a survey of mothers in metropolitan

*(Continued on page 171)*

## Weekly Television Summary—November 26, 1951—TELECASTING Survey

| City | Outlets On Air | Sets in Area |
|---|---|---|
| Albuquerque | KOB-TV | 11,200 |
| Ames | WOI-TV | 71,125 |
| Atlanta | WAGA-TV, WSB-TV, WLTV | 165,000 |
| Baltimore | WAAM, WBAL-TV, WMAR-TV | 337,687 |
| Binghamton | WNBF-TV | 44,750 |
| Birmingham | WAFM-TV, WBRC-TV | 65,000 |
| Bloomington | WTTV | 125,000 |
| Boston | WBZ-TV, WNAC-TV | 809,004 |
| Buffalo | WBEN-TV | 232,494 |
| Charlotte | WBTV | 100,230 |
| Chicago | WBKB, WENR-TV, WGN-TV, WNBQ | 995,630 |
| Cincinnati | WCPO-TV, WKRC-TV, WLWT | 310,000 |
| Cleveland | WEWS, WNBK, WXEL | 529,548 |
| Columbus | WBNS-TV, WLWC, WTVN | 299,000 |
| Dallas-Ft. Worth | KRLD-TV, WFAA-TV, WBAP-TV | 140,808 |
| Davenport | WOC-TV | 74,014 |
| Quad Cities | Include Davenport, Moline, Rock Ise., E. Moline | |
| Dayton | WHIO-TV, WLWD | 215,000 |
| Detroit | WJBK-TV, WWJ-TV, WXYZ-TV | 705,323 |
| Erie | WICU | 76,875 |
| Ft. Worth-Dallas | WBAP-TV, KRLD-TV, WFAA-TV | 140,808 |
| Grand Rapids-Kalamazoo | WOOD-TV | 160,413 |
| Greensboro | WFMY-TV | 84,049 |
| Houston | KPRC-TV | 98,902 |
| Huntington-Charleston | WSAZ-TV | 63,167 |
| Indianapolis | WFBM-TV | 187,250 |
| Jacksonville | WMBR-TV | 42,000 |
| Johnstown | WJAC-TV | 120,000 |
| Kalamazoo-Grand Rapids | WKZO-TV | 160,413 |
| Kansas City | WDAF-TV | 157,251 |
| Lancaster | WGAL-TV | 117,280 |
| Lansing | WJIM-TV | 67,000 |
| Los Angeles | KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV | 1,334,899 |
| Louisville | WAVE-TV, WHAS-TV | 109,[illegible] |
| Matamoras (Mexico), Brownsville, Tex. | XELD-TV | 11,[illegible] |
| Memphis | WMCT | 104,[illegible] |
| Miami | WTVJ | 89,[illegible] |
| Milwaukee | WTMJ-TV | 280,[illegible] |
| Minn.-St. Paul | KSTP-TV, WTCN-TV | 275,[illegible] |
| Nashville | WSM-TV | 43,[illegible] |
| New Haven | WNHC-TV | 200,[illegible] |
| New Orleans | WDSU-TV | 67,[illegible] |
| New York | WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX | 2,625,[illegible] |
| Newark | WATV | |
| Norfolk | WTAR-TV | 65,[illegible] |
| Oklahoma City | WKY-TV | 188,[illegible] |
| Omaha | KMTV, WOW-TV | 102,[illegible] |
| Philadelphia | WCAU-TV, WFIL-TV, WPTZ | 929,[illegible] |
| Phoenix | KPHO-TV | 44,[illegible] |
| Pittsburgh | WDTV | 342,[illegible] |
| Providence | WJAR-TV | 178,[illegible] |
| Richmond | WTVR | 95,[illegible] |
| Rochester | WHAM-TV | 93,[illegible] |
| Rock Island | WHBF-TV | 74,[illegible] |
| Quad Cities | Include Davenport, Moline, Rock Ise., E. Moline | 59,[illegible] |
| Salt Lake City | KDYL-TV, KSL-TV | 57,[illegible] |
| San Antonio | KEYL, WOAI-TV | 111,[illegible] |
| San Diego | KFMB-TV | 247,[illegible] |
| San Francisco | KGO-TV, KPIX, KRON-TV | |
| Schenectady-Albany-Troy | WRGB | 180,58[illegible] |
| Seattle | KING-TV | 107,20[illegible] |
| St. Louis | KSD-TV | 227,00[illegible] |
| Syracuse | WHEN, WSYR-TV | 143,49[illegible] |
| Toledo | WSPD-TV | 127,00[illegible] |
| Tulsa | KOTV | 89,2[illegible] |
| Utica-Rome | WKTV | 56,20[illegible] |
| Washington | WMAL-TV, WNBW, WTOP-TV, WTTG | 301,00[illegible] |
| Wilmington | WDEL-TV | 84,04[illegible] |

Total Markets on Air 64*
* Includes XELD-TV Matamoros, Mexico

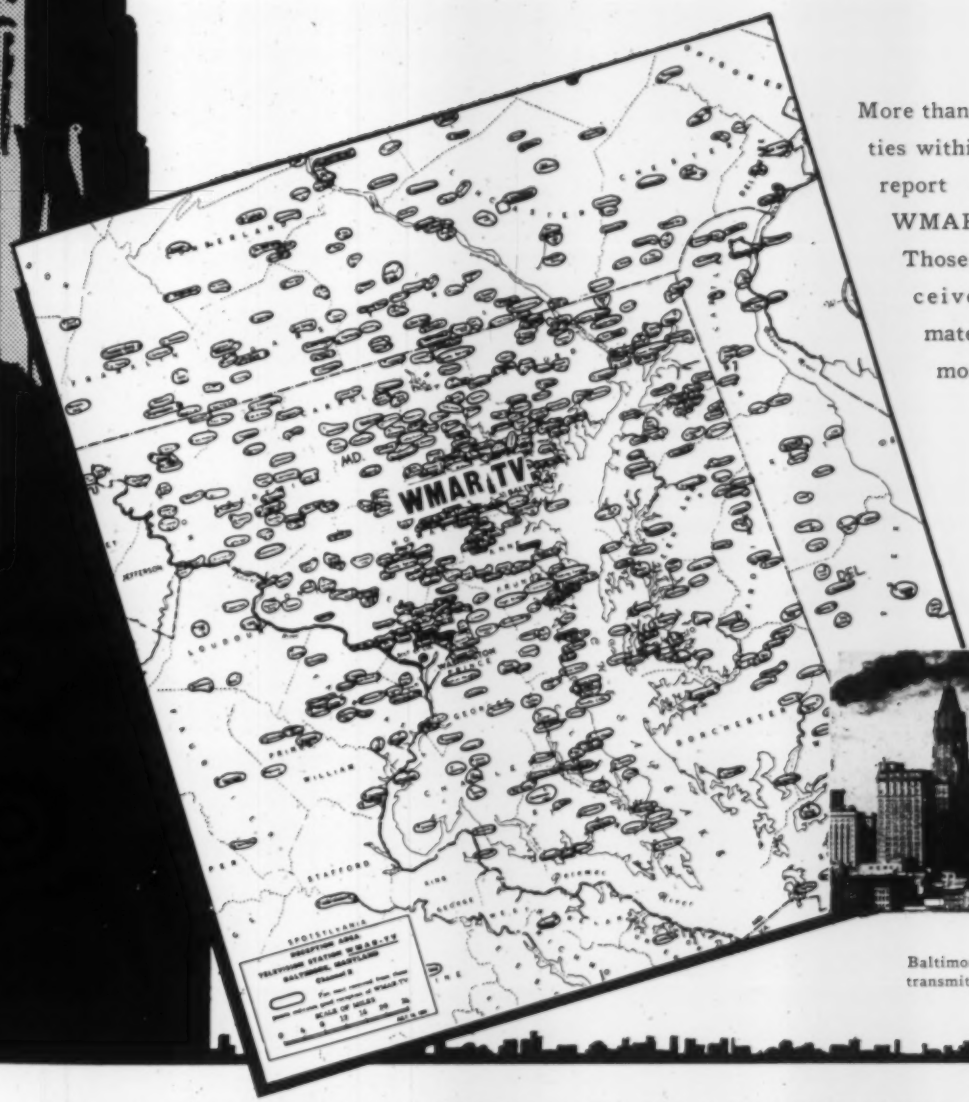
Total Stations on Air 109*

Estimated Sets in Use 14,559,00[illegible]

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

# WMAR-TV

## gives you MORE when you buy BALTIMORE!




More than 300 towns and communities within 90 miles of Baltimore report good reception from WMAR-TV.

Those were 337,687 TV receivers within approximately 30 miles of Baltimore on Nov. 1, 1951

Baltimore Skyline showing WMAR-TV's transmitter atop the Mathieson Bldg.

**IN MARYLAND MOST PEOPLE WATCH WMAR-TV**

*Represented by* **THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*
*CHICAGO • ATLANTA • DALLAS • LOS ANGELES* ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

## NBC's Engineering

*(Continued from page 149)*

being telecast from the Centre Theatre, the International and Hudson Theatres and the New Amsterdam Roof. NBC engineers currently are converting the Warner Bros. Studio in Brooklyn into one of the largest and most completely equipped TV studios in the World, measuring 185 ft. by 85 ft.

Four TV studios are operating in Hollywood, three in the network's studio building. The other is the El Capitan Theatre, which recently began originating the big musical comedy shows. In Chicago, the engineering department is presently converting a radio studio in the Merchandise Mart for TV, making three studios in all. Washington and Cleveland both have single studio plants.

The phenomenal growth of television during the past three years was fostered in no small measure by the engineering genius of NBC who continued to develop new electronic techniques and improve existing equipment.

### Better Programming Gear

Briefly, here are some of the more outstanding examples:

● The video announcer, a unit which clamps on the front of a TV field camera permitting the transmission of 35mm film announcements — thereby eliminating the need for card stands or switching back to the studio for commercial inserts.

● The Pocket Ear, which allows technicians in the studio freedom of movement while still being able to receive cues from the control booth. It consists of a small receiver box fastened to the waist with an ear plug attachment.

● Various optical effects such as the high shot mirror device were developed. By using this mirror device, program directors can simulate high camera angles without raising the camera off the floor.

● Kinescope recordings have been improved immeasurably, not only in the methods, but techniques.

● The "big screen" was installed in the Centre Theatre to afford studio audiences the pleasure of seeing the program as it is being telecast in addition to how it is being produced on the stage. The screen, measuring 15 by 20 ft., hangs above the stage.

● The parabolic microphone, dubbed the "big ear" by the engineers, is being developed for use on TV programs. Employing a principle first developed and patented by O. B. Hanson, NBC's engineering vice president, the parabola measures six feet in diameter and can pick up high quality sound from distances as far away as 35 ft. It will eliminate the need for boom mikes and allow performers greater freedom of movement.

To meet the requirements of NBC's expanding program activities, the engineering department is currently engaged in an extensive rebuilding program of its master control, film studio and kinescope recording room in Radio City. The master control is being enlarged and completely rebuilt to meet all up-to-date network requirements. Construction is underway on a new film studio to be equipped with eight film chains—each consisting of a camera, 16mm projector, 35-mm projector and telop projector (for still pictures). Two additional sets of recording equipment are being installed in the newly enlarged kinescope recording room.

Technically, as well as programwise, television has made great strides in the last few years. Much of the credit is due to the foresight and engineering brilliance of NBC and RCA. Although it has come a long way, TV still has a long road to travel before achieving the technical greatness it portends. Towards this goal, the network's engineering department will continue to devote all its technical skill and know-how.

## THEATRE TV

### Second CD Showing

PLANS for a second excursion into closed circuit theatre TV were being wrapped up by Federal Civil Defense Administration officials last week.

Tentative blue print for a second demonstration—this time earmarked for the New England area —was revealed a fortnight ago by civil defense authorities [B•T, Nov. 19].

Final arrangements are to be announced this week, with names and number of cities participating. Only Boston has been definitely set as a key area for another showing, designed to train volunteer personnel in civil defense techniques. Subject will be welfare services.

AT&T reportedly is offering facilities on the hourly basis of $1 per mile for video lines (one-way), plus 15 cents per mile for first audio line to the theatre and an additional 15 cents per mile for the second audio line from the theatre.

The project is another in the series launched by FCDA's Audio-Visual Division to mass instruct some 15 million workers within a comparatively short period of time. First demonstration was held in September in Washington, with instruction channeled through theatre television to Baltimore, New York and Philadelphia [B•T, Sept. 24, 10].

**TELEFILM, INC.**
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FOR
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All Production Steps
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## Telerama

**PREPARING** X-ray forms during drive against tuberculosis are these KMTV (TV) Omaha executives (l to r): Owen Saddler, general manager; Ray Schroeder, chief engineer; Howard Peterson, sales manager, and Glenn Harris, program director. Mobile unit was parked in front of KMTV studios for 10 days while station supported drive.

**GOVERNMENT** curtailment of availability of mica, used in iconoscopes, was subject for discussion at WDSU-TV New Orleans among (l to r) Lindsey Riddle, WDSU-TV chief engineer; Comr. Paul A. Walker, FCC vice chairman, who was visiting the station, and Robert D. Swezey, station exec. v.p.-gen.-mgr.

**ADMIRING** new Miller High Life beer identification card are (seated, l to r) C. V. Niderost, southwestern division mgr., Miller Brewing Co., sponsor of Los Angeles Rams pro football telecasts on KNXT (TV) Los Angeles; Wilbur Edwards, KNXT gen. mgr.; (standing, l to r) Bill Symes, sportscaster, and Bob Hoag, station sls. mgr.

**DISCUSSING** media situation are (l to r) John J. Karol, v.p. in charge of CBS Radio Network Sales; Gene Autry, CBS radio and television star; Merle Jones, v.p. in charge of stations and general services division for CBS Television, and Howard S. Meighan, pres., CBS Radio Div.

**ATTENDING** party following premiere of *Frank Sinatra Show* are (l to r) Earle Ludgin, Pres., Earle Ludgin & Co., Chicago; J. J. Van Volkenburg, pres., CBS Television Div.; Maxine Andrews of the Andrews Sisters; Perry Como, singer; Patty Andrews, of singing trio; Benjamin A. Ragir, president, Ekco Products Co., Chicago, sponsor of first quarter-hour; Frank Sinatra, star of show; LaVerne Andrews, third member of trio; Frankie Laine, singer, and Hubbell Robinson Jr., v.p. in charge of network programs, CBS Television Div.

## Cost No Deterrent

APPEAL of television is really demonstrated in San Bernardino, Calif., where the purchase of a TV set is no small consideration. In this city, approximately 60 miles from Los Angeles, the nearest television receiving point, the average height of antennas is 65 feet, and sometimes must be raised to 80 feet. Average price of installing the antenna and booster is almost $300 above the cost of the set. In spite of this, the San Bernardino area boasts approximately 6500 TV sets, with new ones being installed at the rate of 375 per month.

## TORGE NAMED
### Manager of WBEN-TV

GEORGE R. TORGE, program director of WBEN-TV Buffalo since 1948, has been appointed station manager, according to an announcement by A. H. Kirchhofer, vice president of WBEN Inc.

Mr. Torge

Mr. Torge, in addition to his new duties will also continue to supervise TV programming. Mr. Torge entered radio in 1932 as a singer. He joined the *Buffalo Evening News* stations in 1936, serving successively as announcer, chief announcer and program director.

During World War II he served as a combat sergeant in General Patton's Third Army. In 1946, he rejoined WBEN as program director of both the AM and FM operations.

## XELD-TV Set Drive

ENTHUSIASM of dealers for TV in the Rio Grande Valley was demonstrated following a meeting called by XELD-TV Matamoros, Mexico-Brownsville, Tex., Nov. 9. Over 300 TV dealers and distributors attended conference at El Jardin Hotel and signed up for six-week cooperative advertising campaign to promote set sales in the area. Drive features radio-TV spots, window streamers, and newspaper advertising. Meeting included talks by Monte Kleban, XELD-TV general manager, and Justin Duncan, program director of WOAI-TV San Antonio. Technical problems were aired.

## Denison Community TV

DENISON, Tex., city council passed an ordinance last week giving Better Television Inc. a 20-year franchise for operation of a community television tower. Company plans to set up a central aerial for use of TV owners, promising improved reception.

# UN COVERAGE
## Radio-TV Highlight Paris Meet

THE UNITED NATIONS' General Assembly in Paris is providing virtually unlimited opportunity for radio-TV public interest and news coverage.

Daily reports are being carried over the CBS Television Network with the first program, a summary of conferences preliminaries, carried 3:30-4 p.m. (EST) Nov. 11.

Weekday CBS TV programs are covering all Assembly meetings as well as committee sessions, with telecasts in the U. S. following by one day the time of actual sessions in Paris. The Sunday programs—moved to a 3-3:30 p.m. time period Nov. 18—feature edited digests of the full week's coverage.

Described as establishing something of a record for international sight-and-sound journalism, the telecasts are result of three-party agreement between the UN, Paramount Pictures Corp. and CBS.

Actual TV coverage is being handled by UN technical personnel. The signal is fed into a Paramount Inter-Film unit—the same used to transmit TV pictures to movie screens in theatre TV—where picture and sound are developed, fixed, dried and recorded on 35mm film within 30 seconds after the event occurs, it was explained. The equipment, handled by Paramount recording engineers, was flown to France for these programs with the help of the Dept. of State. Finished films will be flown to the U.S., arriving—if good flying conditions prevail—for telecasting over the CBS network within 24 hours after they have been made.

**Directed by Mickelson**

Emery Kelen, TV officer of the UN Radio Division, is supervising coverage in Paris, and Albert Chesnes, recently appointed manager of Paramount Theatre television operations, is in charge of his company's participation. CBS TV operations are being managed through Sig Mickelson, director of CBS-TV news and public affairs.

NBC's coverage of the sixth General Assembly are on a weekly basis with telecasts of 12 half-hour documentaries produced by the Ford Foundation [B•T, Nov. 5]. First of the series started Saturday, Nov. 10, 7-7:30 p.m. EST.

ABC-TV focused on the United Nations when *United—or Not?*, an unrehearsed news conference with members of the UN Correspondents Assn. interviewing world leaders and UN delegates, resumed Nov. 13, Tuesday, 9-9:30 p.m. EST over the network. Program had not been aired since Oct. 30, although the radio version (Tuesday, 10:30-11 p.m.) has continued without lapse.

Interviews are Vitapixed in Paris and flown to New York for telecasting. John MacVane, press attache of the U. S. Mission to the UN, is acting as moderator, with Emery Kelen as director. The television version—which for now will originate at the temporary UN building next to the Palais de Chaillot—has been a regular ABC-TV listing since July and has been carried by the TBC Radio Network since May 1950.

ABC Radio's *Foreign Reporter* started on-the-spot coverage of the General Assembly Nov. 8, 10:15-10:30 p.m. EST, and continued with UN reports when the program shifted to 9:45-10 p.m. recently. Robert Sturdevant, ABC correspondent, is reporter.

Mutual devoted a full hour to the UN fortnight ago when it broadcast *Windows on the World*, a Norman Corwin documentary produced in association with UN Radio. The taped broadcast started with a tour of the 38-floor Secretariat Bldg. from the ground up and featured spontaneous interviews with UN employes.

ANNOUNCING new list of distributors for its line of television and radio receivers, R. D. Payne, sales manager of CBS-Columbia Inc., manufacturing subsidiary of CBS, has stated that "the distribution pattern which had been set at the time of the merger with CBS is now almost complete, many months ahead of schedule. This new pattern gives CBS-Columbia a key distributing outlet in each television area throughout the country."

## KRLD-TV's Tree

KRLD-TV's tower in downtown Dallas will soon become a 400-foot Christmas "tree," with a festooning of gay lights on cables. The "biggest-tree-on-earth," as it is called, will be visible on the Dallas skyline for miles around. KRLD studios, at the tower's base, and the *Dallas Times-Herald* Bldg., adjacent in Herald Square, will be festively decorated. Apex of the "tree" will be formed of neon stars just below the antenna, which will rise another 100 feet like a Christmas tree spike.

## Halley Leaves Show

RUDOLPH HALLEY, newly-elected president of the New York city council, bowed out of CBS-TV's *Crime Syndicated* with last Tuesday's show, having obtained release from his contract. The lawyer-politician's contract called for options every 13 weeks, with first to fall after Dec. 11 program. He will be replaced this Tuesday by Sen. Herbert R. O'Conor (D-Md.), who succeeded Rep. Estes Kefauver (D-Tenn.) as head of the Crime Investigating Committee. It was unknown at CBS-TV Division last week whether Sen. O'Conor would appear the following week or whether the program would finish its season with guest commentators.

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It's absolutely nothing for KSL-TV to put on any show from a cozy little corner spot to a circus. Studios with room enough for a basketball game; elevator huge enough for an elephant; auditorium to seat over 200; two complete kitchens; camera boom derrick or rear projector equipment.
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Seaboard Studios is producing films for TV, business and educational showings for these representative organizations:

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# film report . . .

TELECASTING of 22 quarter-hour films showing conditions in Israel began last week over KLAC-TV Los Angeles. The films were recorded by **Clete Roberts** during a three-week stay in the country, and consist of interviews, eye-witness accounts of recent happenings, living conditions and other appropriate subjects.

—**Nigel Bruce** has been signed by **G. Ralph Branton**, president of Interstate Television Corp., Los Angeles, for top supporting role in forthcoming *Raffles* television film series scheduled to start production today (Monday). Programs will be filmed at Monogram Pictures Corp. studios, of which Interstate is a subsidiary. **Lee Savin** will produce, and **George Brant** is starred. The television films are based on the "Raffles" gentleman robber stories (FILM REPORT, Nov. 19).

—**Dick Jones**, featured in the *Range Rider* television films being produced by Gene Autry's **Flying A Productions**, has been signed by Mr. Autry to a seven-year contract. Present plans call for him to star in a new television series based on the character he portrays in *Range Rider*.

—**Peter McCabe, Stephen Roberts** and **Connie Cezon** have been signed by **Jerry Fairbanks Productions**, Hollywood, for roles in *The Plugged Nickel*, a new program in the series of *Front Page Detective* films.

## Sales and Production . . .

**UNITED TELEVISION PROGRAMS Inc.**, New York, has sold *Old American Barn Dance* to **West End Brewing Co.**, Utica, N. Y. (Utica Club Beer & Ale), for 26 weeks. Program will be televised on WKTV (TV) Utica, WSYR-TV Syracuse, WRGB (TV) Schenectady and WNBF-TV Binghamton. In addition, **American Snuff Co.**, Memphis, Tenn., has renewed sponsorship of *Barn Dance* in seven southern cities for total of 52 weeks.

* * *

**ALEXANDER FILM Co.**, Colorado Springs, completed recently TV commercials for the following companies:

**Motorola Inc.**, Chicago, seven 20-second, three 46-second and two 50-second films through Ruthraff & Ryan. **Lennox Furnace Co.**, Marshalltown, Iowa, 24 46-second films through Henri, Hurst & McDonald. **Fisk Tire & Rubber Co.**, New York, 17 46-second films. **Fisher Brewing Co.**, Salt Lake City, six 20-second films through Gillham Adv. Agency. **Arden Ice Cream Co.**, San Diego, one 15-second film through Phillips-Ramsey Co.

* * *

**SARRA Inc.**, Chicago, has been signed to produce a new series of **Universal Gas Range** television films for Cribben & Sexton through Christiansen Adv., Chicago. The series will introduce new 1952 model range in three 60-second and three 20-second spots. The original Sarra series for Universal received the only TV film spot award given that year by Chicago Federated Adv. Club.

Sarra also is filming 23 spots for **Mystik Tape**, through George H. Hartman Adv., Chicago. The series of seven 60-second and 16 20-second commercials is slated to be telecast during the next year.

* * *

**JERRY FAIRBANKS PRODUCTIONS**, Hollywood, plans to establish a new national sales organization with branch offices in key cities. **Ralph Cattell**, formerly vice president in charge of sales and a member of the board of Wilding Picture Productions, will head the new sales division as vice president.

* * *

**STERLING TELEVISION Co.** names **Mignon Meyer** sales manager for the 16 mm film sales division of firm.

* * *

**CHARLES MICHELSON Inc.**, New York, American agent for EMI (British) sound effects and mood music libraries, names **Cheshire & Assoc.**, Hollywood transcription program firm, as exclusive West Coast distributor to television, radio and motion picture markets.

* * *

**BING CROSBY ENTERPRISES Inc.**, Los Angeles, has started production of new group of six programs in *Rebound* television film series. Twelve of the series have already been completed. **Bernard Girard** is producer-director.

* * *

**SNADER TELESCRIPTIONS Corp.**, Los Angeles, has completed two groups of TV filmed musical shorts. One features **Frances McCann**, musical comedy singer, and the other stars **Bob Mitchell** and his choirboys.

## Alter at Sao Paulo

INTERNATIONAL Standard Electric, IT&T subsidiary, holds contract for installation of the Federal transmitter and microwave for Radio Televisao Paulista, Sao Paulo, Brazil. Federal engineer supervising the installation for ISE is Robert Alter and not Joe Herold, as incorrectly reported in the Nov. 12 issue of BROADCASTING • TELECASTING. Mr. Herold is supervising installation of DuMont equipment. Latter company is subcontractor supplying the studio equipment and Telecruiser. Sao Paulo firm had expected programming by Nov. 15 but that date was moved ahead.

## CHICAGO SUIT

### B&K, CBS Reply Pend

BALABAN & KATZ, Chicago movie chain, and CBS have two more weeks in which to file an answer to the $100,000 damage suit filed in Federal District Court by Cribben & Sexton, Chicago manufacturer of Universal gas ranges. Company charges the B&K video station, WBKB Chicago, which is affiliated with CBS, broke a contract for a time period not subject to network pre-emption by replacing Universal's local show with a network feature from New York.

Cribben & Sexton set the damage figure on the basis of its lost time franchise, an audience built up since December 1950 and cost of commercials and additional production investment. The initial contract, according to Christiansen Adv., which handles the Universal account, was for 52 shows starting Dec. 10, 1950. Only pre-emptions provided for in the contract were for double-header baseball games running over into the 5 to 6 p.m. Sunday time slot.

Agency claims it was notified 30 days in advance of Oct. 14 that Universal's *Blue Flame Theatre* would be cancelled at that time. Attorneys for the plaintiff are Kirkland, Fleming, Green, Martin & Ellis.

Cribben & Sexton has bought *Foreign Intrigue* on WGN-TV Chicago, Thursday, 8:30-9 p.m.

## O'BRIAN PROMOTED

### Takes UA Western Post

ROBERT (PAT) O'BRIAN has been promoted by United Artists to be western representative of the television department in a step toward further expansion of the company's video activities, John Mitchell, director of UA-TV, announced Monday.

Formerly in charge of the southern territory, Mr. O'Brian will headquarter in Chicago with full supervision over the company's midwestern television operations. The young executive entered television in 1945 as supervisor of sales promotion and publicity for WRGB (TV), the General Electric station in Schenectady, and was vice president of Atlas Television, New York independent producer, before joining United Artists.

WWDC Washington, informed trade last week it has "sold out commercially" during the normal broadcast day. It was reported that the station doesn't expect to take new advertisers until after Christmas.


*Selling:* RAZORS?

*by* WILBUR STREECH PRODUCTIONS
TV FILM COMMERCIALS
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# TV ANTENNAS

## RTMA Seeks Materials

MATERIALS for TV receiving antennas will be sought of National Production Authority by Radio-Television Mfrs. Assn. so the four million TV sets to be turned out in 1952 will be matched by antennas.

RTMA's Antenna Section, under Chairman Larry H. Kline, of Ward Products Corp., proposes that NPA classify military antennas as "A" and civilian antennas as "B" under the controlled materials plan. The section found that NPA has not made ample provision for allocation of critical materials to equip the anticipated production of receivers.

### New Steps Taken

Steps to expand production of aluminum, cobalt and other critical materials used in general electronic production have been taken by government agencies, according to Robert C. Sprague, RTMA board chairman and acting chairman of the RTMA TV Committee. Nickel and copper shortages remain acute.

Field tests of the proposed National Television System Committee standards are proceeding satisfactorily, David B. Smith, Philco Corp., told RTMA's industry meeting in Chicago Nov. 14-16 in his capacity as NTSC vice chairman.

RTMA's Sports Promotion Subcommittee, under Chairman Dan D. Halpin of RCA, has taken steps to speed up the creation of local promotion groups among dealers and distributors in TV areas. These committees are cooperating with sports organizations in the promotion of attendance at sports contests. Key distributors will set up the local committees.

RTMA's board appropriated funds for publication of a new study showing the effect of television on sports attendance. The study is being conducted by Jerry N. Jordan, whose previous surveys of sports attendance have been the most thorough in the athletic world.

Progress in aiding RTMA member companies in the small-business category has been made by the association, which is actively working to help them obtain military contracts. Small companies have underbid big firms on 80% of contracts for items they are qualified to make, according to Kennard Weddell, chief of the Office of Small Business, Dept. of the Air Force. He said most large prime contracts must be placed with big companies because of the equipment and engineering needed to fill them.

# COVIDEO ANSWERS

## Denies FTC Complaint

GOVERNMENT complaint charging Covideo Inc., New York, with falsely representing that it manufactures the coin-operated TV sets it sells has been denied in an answer filed by the firm with the Federal Trade Commission [B•T, Oct. 8].

The company and its officers, Sidney I. Horwatt and Louis Brown, claimed that their receivers are separate and distinct from ordinary TV sets and that Covideo operates no differently from other radio-TV set manufacturers.

The respondents also denied claims attributed to them that they maintain a staff of competent engineers and technicians, with adequate TV research facilities. Officers of the firm have done considerable research in production and operation of coin-operated TV and radio sets, however, they told the FTC. Hearings were held in New York Nov. 5.

# TV TAPE UNIT

## Ampex to Make For Crosby

AMPEX Electric Corp., Redwood City, Calif., expects to have the new magnetic tape recording system for TV, developed by the electronic division of Bing Crosby Enterprises [B•T, Nov. 19], in production within the next six months.

This indication was given by Alexander M. Poniatoff, president of Ampex, in a news interview. His remarks were made coincident with the national release by Bing Crosby Enterprises that the new system to take sight and sound at the same time has been perfected.

In an interview printed in the Nov. 12 *San Mateo Times*, Mr. Poniatoff said the quality of sound and picture will be improved with time. He said agreement was reached more than two years ago with the Crosby firm to handle the production.

# BARRETT NAMED

## Takes Consolidated Post

HALSEY V. BARRETT, formerly with DuMont network sales, has been appointed eastern sales manager for Consolidated Television Sales Inc., Peter M. Roebeck, sales manager of the firm's Hollywood headquarters, announced last week.

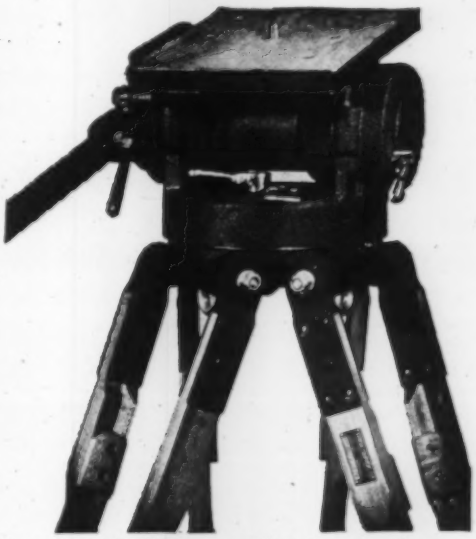
Mr. Barrett

Already in his new position, Mr. Barrett has set up eastern offices for Consolidated at 44 W. 56th St., New York.

Associated with DuMont since 1948, he held a series of sales posts. Prior to joining DuMont, Mr. Barrett was sales promotion manager for CBS-TV and before that had been with WNEW New York.


*Floating Action!* **for all TV Cameras**

**"BALANCED" TV TRIPOD**



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

*Below:*

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

*Write for further particulars*

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CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

# front office

**R.** W. YOUNGSTEADT, director of advertising and sales promotion WPTF Raleigh, N. C., appointed sales manager. Mr. Youngsteadt succeeds **OLLIE CARPENTER**, who has resigned the position due to illness. Mr. Carpenter will assume other duties at station.

Mr. Youngsteadt

Mr. Carpenter

**RICHARD E. SHIREMAN**, local sales manager WISN Milwaukee, Wis., appointed national sales manager.

**DAVID M. PLATT**, director of public affairs, chief announcer and newscaster WKLV Blackstone, Va., appointed general manager. He will continue to handle his present duties.

**FELIX ADAMS Jr.**, news editor WFRX West Frankfort, Ill., appointed general manager.

**ROBERT C. PAYNE** to KFH-AM-FM Wichita, Kans., as sales promotion manager. Mr. Payne was advertising and public relations manager with local automotive company.

**BOB J. RODGERS**, account executive WCAV Norfolk, Va., named general sales manager.

**ELIZABETH J. PEERY** transfers from San Francisco office of Blackburn-Hamilton Co., station brokers, to Chicago office.

**NELSON (Jack) BOSWELL** to sales staff WGN-TV Chicago. He was with WBBM Chicago.

**LEONARD H. LEVITT**, WTTM Trenton, to sales staff of WOV New York.

**HUGH GRAY**, announcing staff WDZ Decatur, Ill., appointment to sales staff.

**JOHN GASKILL**, WJW Cleveland, appointed account executive WIMA Lima, Ohio.

**PETE LOMBARDO**, announcer-disc jockey KOCS Ontario, Calif., to KPMO Pomona, as sales representative. **THOMAS McCLOWREY** replaces him at KOCS.

**MARSHALL F. KIZER** and **JAMES H. NEU**, former CBS attorney in Washington and New York, announce formation of partnership Kizer & Neu, with offices at 117 West Garro St., Plymouth, Ind.

**MAURICE MORTON**, radio-TV producer, named assistant to director of business affairs CBS Television, Hollywood.

**TOM HAWLEY** named account executive to network sales staff, CBS Radio, Hollywood.

## *Personals . . .*

**ARTHUR C. McCRACKEN**, manager WGPA Bethlehem, Pa., awarded "Dr. Benjamin Rush" medallion by Northampton County Medical Society of State of Pennsylvania. The award was made in "recognition of the activities displayed by a lay person, and was recognized by the medical profession for the part played by station WGPA and Art McCracken during the 1950 polio epidemic." . . . . **RICHARD B. HULL**, director of Iowa State College stations (WOI-AM-FM-TV Ames, Iowa), named to U. S. Commission on UNESCO.

**JOHN PATTISON WILLIAMS**, executive vice-president Great Trails Broadcasting Corp., (owners of WING Dayton and WIZE Springfield, Ohio), elected to board of directors of Ohio Chamber of Commerce, representing radio. . . . . **GEORGE H. LENNING**, director of sales WING Dayton, Ohio, elected first vice president of Dayton Food Trade Assn. . . . **GERALD A. VERNON**, manager network sales ABC-TV, Chicago, father of boy, Gerald Jr., Nov. 14.

**JULIAN F. HAAS**, commercial manager WARK Little Rock, appointed chairman of radio activities for Arkansas March of Dimes campaign.

**HAROLD J. FRANK**, secretary-treasurer St. Lawrence Broadcasting Corp., and manager WSLB-AM-FM Ogdensburg, N. Y., elected Alderman, third ward, Ogdensburg, in recent election . . . . **ROBERT SINNETT**, account executive WEEI Boston, father of daughter, Deborah Helen, Nov. 7.

**SHERRIL TAYLOR**, sales promotion manager Columbia Pacific and KNX Hollywood, father of boy, Kevin, Nov. 7. . . . **CHARLES WARREN**, general manager WCMI Ashland, Ky., elected city commissioner.

**PAUL H. GOLDMAN**, vice president and general manager KNOE Monroe, La., appointed member of Monroe Recreation Board. . . . **BOB JAWER**, sales representative WPTZ Philadelphia, father of boy, Bruce. **HARRY D. GOODWIN**, general manager of WNJR Newark, N. J., spoke on "Radio and TV as Aids to Medical Progress" before the public relations committee of Medical Society of New Jersey in Trenton. Mr. Goodwin was also named to a committee of Radio, TV, and press representatives to study means of improving relations between physicians and mass media.

**On the job!**

Our volunteer speakers are saving thousands of lives *today*... in factories and offices, at neighborhood centers and at organization meetings all over this land... showing people what they can do to protect themselves and their families against death from cancer.

For information just telephone the American Cancer Society or address a letter to "Cancer," care of your local Post Office.

*American Cancer Society*


## GRAY SUCCESSOR

### *May Be Raymond Allen*

A REPORT that Raymond B. Allen, former chairman of the Salary Stabilization Board, may succeed Gordon Gray as director of the President's new Psychological Strategy Board was heard in Washington government circles last week.

Mr. Allen, president of the U. of Washington, conferred in Washington, D. C., with members of the board, according to authoritative sources. He stepped down as SSB chairman earlier this month in favor of Justin Miller, NARTB board chairman and general counsel [B•T, Nov. 19, 12].

Mr. Gray, president of the U. of North Carolina and owner of WSJS Winston-Salem, N. C., plans to return to the university sometime before Jan. 1. He originally had agreed to accept the post on an interim basis that would enable him to retain direction of the college but has headquartered in the nation's capital the past two months.

A former Secretary of the Army, Mr. Gray also is president of Piedmont Pub. Co., publisher of the Winston-Salem *Journal* and *Twin City Sentinel*. He left the Pentagon post in April 1950.


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**USE CAUTION — LADY LUCK IS A DESERTER!**
**IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.**

***For details, write to the Pioneer in this line.***

**EMPLOYERS REINSURANCE CORPORATION**
**Insurance Exchange Bldg. — Kansas City, Mo.**

## More Cutbacks

*(Continued from page 52)*

tions for succeeding quarters—starting Jan. 1 [B•T, Nov. 5, Oct. 29, 22].

Briefly, CBS-Columbia is modifying its appeal to call for a greater quantity of materials than heretofore allotted to Air King Products Co., which CBS Inc. absorbed in its purchase of manufacturing facilities last summer.

Though CBS purchased the facilities of Hytron Radio & Electronics Corp., allocations for this company are not involved in the current appeal, it was understood.

CBS-Columbia is seeking a larger quota of materials than that issued to Air King but substantially less than originally asked before the color TV blackout. The firm still wants to obtain a goodly supply of steel, copper and aluminum to enable it to produce monochrome receivers.

On another front, the government announced a Dec. 15 deadline on applications (Form CMP 4-C) for materials allotments to construction for the second quarter beginning April 1, 1952.

Earlier, DPA announced allotments of structural steel for the first quarter of 1952. Construction will remain generally at the same level as during the present period, it was said.

Of a requested 418 tons of steel for NPA's Electronics Division, 91 tons (or 21.8%) will be siphoned off to industry. This relative small amount will be used chiefly for purposes of maintenance, repair and operation, it was understood.

Broadcasters who would build new facilities or continue those already under construction draw materials from the quota set aside for NPA's Facilities and Construction Bureau—or a percentage of the 360,000 tons allotted, assuming they obtain government authorization. Bulk of this and subsequent allocations will be channeled into industrial plants.

Broadcasters are now classified with newspapers in the industry category, but may be expected to command lower priority than essential defense industry expansion projects. They may anticipate denial of any building requests, in any event, unless their projects are "at least 20% completed," authorities agree.

Nevertheless, the radio-TV industry stands to fare better than commercial (in which broadcasting originally was classed) and recreational fields, for which "only minor quantities of structural steel" will be distributed.

Reviewing 1951 fourth-quarter breakdowns, NPA noted generally that station operators and other entertainment groups were allowed to proceed with building because of "extreme hardships." This category received only 2% of the available steel supply—or 13% of the quantity sought. While nearly 60% of applications for broadcasting, theatre and other "entertainment and recreation" facilities were given authorization, indications point to a larger percentage of denials early next year, the agency said.

The 91 ton ceiling for industry, to be allotted through NPA's Electronics Division, is understandable when related to MRO orders only. Radio-TV broadcasters now are permitted to self-authorize up to 25 tons of steel, plus certain amounts of copper and aluminum for small building, alteration or remodeling projects.

NPA is currently processing applications for the first quarter of next year. Broadcasters who were denied this quarter are allowed—even encouraged—to apply again for allotments.

## New Ziv Sales

SALES in 10 additional markets were announced last week for *Bright Star*, transcribed syndicated radio series starring Irene Dunne and Fred MacMurray, by Frederic W. Ziv. Co., New York, although intensified sales effort ended more than a month ago. Spokesmen said all sales—in markets from the East to the West Coast and from Texas to Wisconsin—were for 52 weeks, Ziv reported.


BUY THAT

KNOW-HOW GO-NOW

STATION WITH THE FABULOUS PERSONALITIES AND ASTRONOMICAL HOOPERS

KRNT — Des Moines

CBS — Represented by The Katz Agency



RCA TUBES

*The standard of comparison*

**For dependable tubes* and service . . . see your RCA Tube Distributor**

**RCA Tube Distributors** are veterans in the radio field . . . second to none in their territories. There's one close by to give you authoritative technical information and the best possible service on your broadcast tube requirements. Phone him.

• • •

***RCA Tubes for AM Broadcasting**—such as the 833-A, 892-R, and 5671—are noted for their dependability, operating economy, and long service life. Buy RCA tubes and get all the performance you pay for.

RCA RADIO CORPORATION of AMERICA

ELECTRON TUBES HARRISON, N.J.

**$14 MILLION GAIN* IN WISL Primary Area RETAIL SALES**

**TOTAL RETAIL SALES $161,194,000**

**FOOD $42,984,000**

**GEN'L. MDSE. $15,628,000**

**APPAREL $12,611,000**

**DRUG $4,085,000**

*Serving the Largest Concentrated Market area between Harrisburg and Wilkes-Barre, Penna.*

**WISL**

**Shamokin, Pa.**

**1000 WATTS—FULL TIME**

**A Mutual Affiliate**

**Source: Standard Rate and Data Service*


# air-casters

**CHARLES BLACK,** production manager WSAI Cincinnati, appointed program director. Mr. Black succeeds **RICHARD E. FISCHER,** resigned to take over duties as program director WJBK-AM-FM-TV Detroit. **BOB McDEMOTT,** promotion director WANE Fort Wayne, Ind., appointed production director WIMA Lima, Ohio. **FRANK NOLAN** to announcing staff WIMA.

Mr. Black

**ELBERT WALKER,** production staff KNXT(TV) Los Angeles, to KHJ-TV Los Angeles, as production supervisor. Mr. Walker was associated in production capacity with former Don Lee station KTSL(TV) (now KNXT).

**PHIL BERLE,** director of talent exploitation KNBH(TV) Hollywood, recuperating following emergency appendectomy Nov. 14.

**BILL KARN,** director of NBC *The Whisperer,* takes on added duties of writing the series.

**MILTON KLEIN,** traffic manager KLAC-TV Hollywood, named manager of newly created operations department. He will be in charge traffic, commercial production and commercial scheduling departments. **GINI MEYERS** and **LU CASEY** will head traffic and commercial scheduling departments. **JACK MILLER,** director of commercial production, named director of promotion and merchandising.

**CLAUDE C. MORRIS** appointed production director WFIL Philadelphia. Mr. Morris, veteran of 21 years in radio business, has served as announcer, producer and writer at several stations and agencies.

**AL ROBERTS,** staff announcer WHNC Henderson, N. C., appointed to announcing staff WSJS Winston-Salem, N. C. **JACK McKEE,** staff announcer WKPT Kingsport, Tenn., to announcing staff WSJS.

**Miss LUCKEY NORTH,** staff announcer WBKB(TV) Chicago, to Chicago Musical College, as teacher of television courses.

**ALLAN MORGAN,** traffic and scheduling department WBBM Chicago, called to active duty with Navy at Great Lakes, Ill.

**ANNA SIEGELBAUM,** graduate Stephens College, to production department KWK St. Louis.

**JACK GRISWOLD,** Armed Forces Radio Service, Korea, to WCSS Amsterdam, N. Y., as sportscaster after discharge from Army in October.

**FRANKIE PACELLI** named assistant director NBC-TV Chicago.

**SUSAN MILLER** to WGN-TV Chicago, as assistant to film director.

**JUDITH WALLER,** director of public affairs and education NBC Chicago, named as only member of broadcasting industry among 100 distinguished Americans to receive Northwestern U. Centennial Award at Dec. 2 convocation.

**CHARLES SCULLY,** WAAT and WATV(TV) Newark, N. J., appointed director of public relations WPAT Paterson, N. J.

**ART BROWN,** personality and morning man WWDC-AM-FM Washington, Nov. 21 opened eight-day engagement, as organist at Capitol Theatre, Washington.

**BUD COULSON,** publicity director KHJ Los Angeles and Don Lee Network, and **JOSEPH COFFIN,** research director KLAC-TV Los Angeles, have organized to discuss evaluation of radio and TV programs before local Parent-Teacher Assn. councils.

**Cpl. JACK E. REICH,** former producer KMTV(TV) Omaha, Neb., now serving as radio specialist for 40th Infantry Div. station at Sendai, Japan. He is recording voice of soldiers in division for use by their hometown stations.

**JACK WOOD,** WTAX Springfield, Ill., named to announcing staff WDZ Decatur, Ill.

**BOB McFADDEN,** announcer-engineer KNCM Moberly, Mo., to KGAK Gallup, N. M., as assistant program director.

**CARYL COLEMAN,** screenwriter, to KGO-TV San Francisco, as producer.

**GENE MERLINO,** featured vocalist with Dick Foy's band, to KCBS San Francisco, as singing star on *Bill Weaver Show.*

**WILLIAM CASSIE,** field supervisor WENR-TV Chicago, father of daughter, Doreen, Nov. 14.

**KEN FINLEY,** production manager KEX Portland, Ore., to KECA Los Angeles, as writer-producer.

**MARILYN HARE** to KLAC-TV Los Angeles.

**CARMEN DRAGON,** musical director of NBC *Railroad Hour,* father of girl, Kathryn.

**CAROLYN MORGAN,** producer WTOP-TV Washington, and Warrant Officer Howard Wayne Crabtree, U.S. Army, married, Nov. 10.

**ROBERT HARTNETT,** assistant promotion director Don Lee Broadcasting System, father of twin boys born Nov. 12.

**STEVE LIBBY,** promotion publicity manager WIS Columbia, S. C., father of girl, Susan Thurston, Nov. 12.

## News . . .

**FRED DAVIS,** WHBT Harriman, Tenn., appointed sports director KGWA Enid, Okla. **RALPH MILLS** appointed new director.

**JIM HENDRICKS** appointed to news and special events staff KFBI Wichita, Kan.

**DAVE KEES,** production manager KPIX(TV) San Francisco, to CBS Television Network, New York, as director of special events.

**TERRY FLYNN,** news director WLWT (TV) Cincinnati, spoke on "Television's Place in the News" at recent quarterly dinner meeting of Ohio Writers Guild.


**NO TV ANTENNA'S HERE Just -- RADIO ONLY!**

**KFSA** Fort Smith ARKANSAS

**and WE SATURATE, TOO!**

Just like a blanket of rain—we cover the homes in these markets with A.M. radio . . . and when we ask 'em to buy—they buy!

**KBRS** Springdale ARKANSAS

**KHBG** Okmulgee OKLAHOMA

**SPOT THESE, TOO!**

Buy in a Package . . One Order—One Billing. Sell the home-town folks in these markets!

*Represented by*—JOHN E. PEARSON CO.

**Owned and Operated by SOUTHWESTERN PUBLISHING CO.**
**Don W. Reynolds, President**

Publishers of: Southwest Times-Record, Fort Smith, Arkansas; Examiner-Enterprise, Bartlesville, Oklahoma; and The Daily Times, Okmulgee, Oklahoma.

# BLOOD DRIVE

## 206 CBS Affiliates in Marathon

ALMOST all 206 affiliates of CBS Radio Network, reaching from Florida to Alaska, cooperated with and participated in the network's 15-hour blood pledge marathon held in the last fortnight to help insure a steady 300,000-pint-a-month supply of whole blood for national needs.

A corps of 350 volunteers of the New York Red Cross answered 100 telephones set up in a hotel ballroom to take names and addresses of people who pledged donations. Similar telephone units were set up in Philadelphia, Boston, Cleveland, Detroit, Chicago, St. Louis, and Los Angeles, while WTOP Washington enlisted telephone answering services from Shy Inc., newly formed group of professional models, whose members took over the 12:30-2 a.m. shift.

A transportation company in Atlantic City, N. J., joined the campaign by painting advertisements of the blood pledge marathon on one of its streetcars to describe the CBS Radio drive and give local phone numbers to would-be donors.

Six affiliates in Alaska sent assurances of their cooperation in the blood drive, an around-the clock effort that utilized all station-break time and that was given one minute of all network programs during the full broadcast day.

Arthur Godfrey conducted three special programs during the day, as well as making 50-second appeals during the one-minute program interruptions. Local announcers utilized the other 10 seconds to give local blood collection information. Mr. Godfrey's special broadcasts—heard at 4:15-4:30 p.m., 6:15-6:30 p.m., and 10-11 p.m.—originated from CBS Studio 21 where, for the day, a Red Cross blood collection unit was in operation. Some 20 members of the Godfrey staff donated their blood during their work day.

Considering Gen. Hoyt S. Vandenberg's statement that there is no reserve plasma supply either in Korea or the U. S. and that there is none at all for national emergency use, Mr. Godfrey said, "Fun is fun, but as adult Americans, this is one responsibility we'd better not laugh off—for our own good."

### Local Efforts

In addition to its own local appeal [B•T, Oct. 29], KLRA Little Rock, Ark., cooperated with the CBS drive and was credited with collecting 130 pints of blood.

Efforts of the CBS affiliate in Washington, WTOP, brought pledges for 707 pints of blood. It reported 100 other persons phoned with offers but were gratefully refused because of such reasons as their advanced age.

WISN Milwaukee's 18-hour campaign, also part of the national CBS effort, evoked pledges for more than 850 pints of blood.

In keeping with the CBS campaign, WTAG, the network's affiliate in Worcester, Mass., instructed every member of its 60-man staff how to take phone pledges. Final tally had not been reported at deadline.

More than 2,300 Chicagoans donated their blood to the Red Cross as a result of WBBM'S 21-hour blood pledge marathon conducted by CBS stations nationally. Calls from persons pledging blood went into the Red Cross office from 5 a.m., when WBBM broadcast its *Country Hour*, until 2 a.m. after the *Matinee at Midnight* program, at the rate of 120 calls per hour. Two of the station's leading personalities—Paul Gibson and George Watson—gave blood on their programs.

Around the nation, other stations continued their public service efforts by staging their own blood drives. In addition to those previously reported [B•T, Nov. 12], these accounts were received last week:

WAIM Anderson, S. C., and its affiliate, WCAC (FM), were able to raise 478 pints of blood for the U. S. Armed Forces in a three-day drive. The stations promoted the drive by offering $100 to a lucky donor.

When it appeared that the local quota would not be reached, Christie Thomsen of WBEL Beloit,

*(Continued on page 169)*

## WGAR VS. WJR

### Contest Aids Blood Drive

AN INTRA-MURAL blood donor contest in which WGAR Cleveland and WJR Detroit competed during the CBS network campaign wound up with WJR ahead on points and WGAR bleeding slightly from an "altercation" with Cleveland's mayor, Thomas A. Burke.

When the mayor didn't appear on WGAR, Newscaster Charles Day left a 25-second silent period in his program. Mayor Burke then threatened to file a complaint with the FCC, contending his office had heard nothing about a WGAR date until 90 minutes before his scheduled appearance.

Carl George, WGAR general manager, apologized to the mayor and offered time to reply. The mayor refused but dropped the whole matter when Mr. Day also apologized on his newscast.

In the contest, WGAR received 1,377 pledges compared to 1,432 for WJR, but WJR also had 1,200 group pledges for a grand total of 2,977.


WE SIT ON OUR *CONVICTION!*

**WARD** Gets Renewals because Gets Results . . . . . .

***For Example:*** **These daily 15-minute strips have been continuously sponsored by the same local advertisers since the day they started.**

***NOONDAY NEWS*—Economy Stores**

***HEADLINES and HILITES*—Glosser's Dept. Store**

***SPORTS SCENE*—Chrysler-Plymouth**

***TOMORROW'S NEWS TODAY*—Fort Pitt Brewing**

***(Aggregate Total 19—Happy Years)***

JOHNSTOWN'S NUMBER-ONE STATION

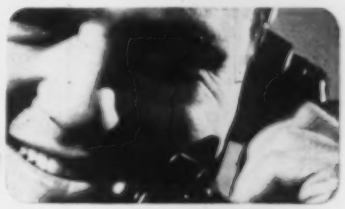
**WARD** JOHNSTOWN — CBS — **WVAM** ALTOONA

Represented by Weed and Company

If it's ears you are need'n
The kind that are heed'n

Commercials, just as they should;
Before proceeding . . .

Pick the station that's leading.
In Greater Grand Rapids, it's WOOD!



Why is WOOD terrific?
Ask Katz to get specific.

***In Greater Grand Rapids . . . the most ears are WOODpecked***

- WOOD appeals to Greater Grand Rapids' most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' *only* 5000 watt station

***For the best earful in Greater Grand Rapids ...***

**WOOD**

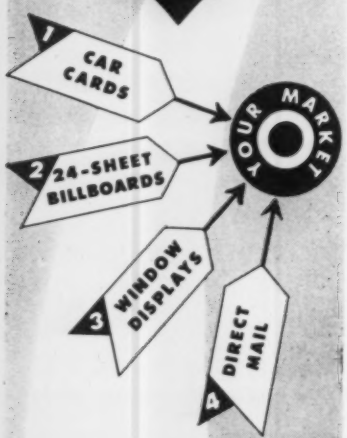
*5000 WATTS • NBC AFFILIATE and WOOD-TV*

GRAND RAPIDS, MICHIGAN

Also WFDF — Flint, Mich., WEOA — Evansville, Ind., WFMB and WFMB-TV, Indianapolis, Ind.

National Representatives
Katz Agency, 488 Madison Ave., New York, N.Y.

**PROMOTION BONUS FOR SPONSORS... FOUR EXTRA SHOTS FOR EXTRA SALES!**




**CAR CARDS** with sponsor credit appear throughout the year and cover the entire city.

**24-SHEET BILLBOARDS** blanket the complete Philadelphia Market area, promoting WIBG programs.

**WINDOW DISPLAYS** of sponsor's products face directly on Walnut Street—downtown—the only such display on this busy thorofare.

**DIRECT MAIL** goes out regularly to selected dealer lists. Hard-hitting broadsides promote sponsor's campaign and urge store cooperation.

**10,000 Watts Philadelphia's Most Powerful Independent**

WIBG

REPRESENTED BY Radio Representatives Inc.


# programs promotion premiums

### SKI SHOW

WPTR Albany, *Ski Scoops*, Fri. 6:15 to 6:30 p.m., started Nov. 23 beginning fourth year. Lloyd T. Lambert, station ski expert, will present latest snow conditions and reports, interviews and news notes about ski personalities and groups. WPTR presents show for entire skiing season.

### CONFERENCE COVERAGE

WGH Norfolk, Va., presented special broadcasts of Third Virginia World Trade Conference, Nov. 15 and 16. Station set up news desk in lobby of hotel where conference was held to present news and interviews. Station also carried two special broadcasts with additional reports and bulletins on regular newscasts during days of meeting.

### VOD BROADCAST

KNOE Monroe, La., Nov. 12, broadcast via tape finals of Voice of Democracy contest held at local Junior Chamber of Commerce luncheon. Station recorded event for presentation later in evening. Paul H. Goldman, vice president and general manager KNOE, acted as judge in contest.

### PROGRAM PITCH

WNBW (TV) Washington, sending advertisers tear sheet of program review, *Battle Report—Washington* that was in BROADCASTING • TELECASTING last month. Piece tells advertisers "Now *Battle Report—Washington* can make news for you as an advertiser. . . . Take advantage of this opportunity by calling your nearest NBC Spot Sales office or the WNBW sales department. . . . Now." Station is also using tear sheets of stories about other shows featured in other trade journals.

### DUCK SEASON

KLRA Little Rock, during week of Nov. 19 aired series of programs praising services of Ducks Unlimited and Wildlife Federation at opening of duck season in Arkansas. Two special shows called listeners attention to work of associations. Station also used spot announcements urging hunters to observe rules of good sportsmanship and safety.

### PUBLIC SERVICE MARATHON

WCOP Boston recently broadcast 24-hour fund-raising marathon, "Real American Breakfasts", for needy persons overseas. Breakfast sponsored by local chamber of commerce offered free breakfast of pancakes, bacon, syrup and coffee which were served every hour on-the-hour, for a donation of two dollars. WCOP volunteered its facilities for entire promotion. Disc jockeys, newscasters and other entertainers presented show direct from hotel where event was being held. Gov. Paul A. Devers, and other civic leaders praised station and Craig Lawrence, WCOP general manager, for the public service presentation.

### 'GREATEST SHOW ON EARTH'

WTMJ-TV Milwaukee comes up with answer to "Movietime, U.S.A." campaign, with full page ads in local papers headed "Five seats down front . . . for the greatest show on earth." Accompanying copy lists TV program attractions, comfortable easy-chair viewing, and handy kitchen refreshments.

### BEST WISHES

WQUA Moline, Ill., mailing early holiday greetings to time buyers in area. Card contains best wishes for holiday season and reminder to advertisers to use WQUA facilities to tell people of Christmas merchandise.

### HOUSTON'S HUGO

KXYZ Houston, Tex., got into the animal act when station's Robert H. Nolan interviewed baby gorilla "Hugo" during United Fund publicity broadcast. Hugo, formerly known as "little no-name," was captured in French Equatorial Africa by Mr. and Mrs. Charles B. Greer, Houston. He received his name, "Hugo" in *Houston Chronicle* contest that attracted 7,000 entries.

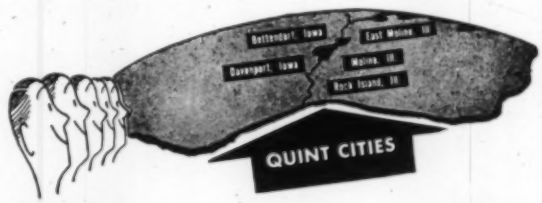
### PUBLIC SERVICE

WNJR Newark, N. J., in observance of Oil Progress Week broadcast luncheon of industry leaders and speeches that were presented. Broadcast was sponsored by New Jersey Oil Industry Information Committe, New Jersey Oil Trade Assn. and Fuel Oil Distributors Assn. of New Jersey.

### OPEN LETTER

LIBERTY Broadcasting System, Dallas, Tex., sending trade and advertisers reprint of ad which appeared in BROADCASTING • TELECASTING. Reprint is open letter to American radio stations based on new NBC rates plan [B•T, Nov. 12], from LBS President, Gordon B. McLendon. Letter is entitled, "Are You A Sucker."

*Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.*


**1922 WOC 30 Years Later 1951**

**BUSINESS BETTER THAN EVER**

*WOC is the oldest radio station west of the Mississippi River. Carried 1st network broadcast of a Presidential Inauguration west of the Mississippi—Calvin Coolidge, March, 1925. Carried 1st network broadcast of a World Series west of the Mississippi—Cardinals vs Yankees, 1926. It has scored many other 1sts—including one of 1st stations west of the Mississippi affiliated with NBC.*

*Today, WOC can point to local BUSINESS BETTER THAN EVER.*

**24.2%** more local advertisers bought time on this station July 1, 1950 to June 30, 1951, *than in any previous 12 month period.*

Local advertisers spent more money for time on WOC during this period, **14.4%** *than in any previous 12 months.*

Get the facts about this radio station where BUSINESS IS BETTER THAN EVER. Get them from your nearest F & P office . . . or from us direct.

*Col. B. J. Palmer, president*
*Ernest C. Sanders, manager*

WOC
THE QUINT-CITIES AM - FM ALSO TV

**Davenport, Iowa**
**Basic NBC Affiliate**
**5000 W.—1420 Kc.**
Free & Peters, Inc.
Exclusive National Representatives

## We Pay Our Respects

*(Continued from page 56)*

field and in 1932 served as summer announcer at WMAS in the same city. That vacation assignment had more appeal than the Alabama campus so he stayed on at WMAS, becoming program manager in less than a year.

In 1935 he moved to WNBC New Britain, Conn., as general manager. He built the station from a 250-w daytime outlet to 5 kw unlimited in nine years, and moved it to Hartford. He pioneered long-distance remotes at Hartford, including high school football games from Miami and New Orleans.

When Col. Harry C. Wilder obtained control of WELI in 1944 he acquired Mr. Davis as general manager. As a station executive Mr. Davis has definite ideas.

"I believe in sticking close to the station and the staff and their problems," he said. "I have tried to surround myself with qualified people, giving them enough responsibility to encourage individual action, yet applying enough direction to bring about unified effort."

When he takes time off from WELI and UHF, Mr. Davis becomes a weekend sailor on his cabin cruiser *San-Jan*, named for his two daughters, Sandra and Janice. With Mrs. Davis, the former Barbara Spence of Springfield, he conducts a summer-long battle against colonies of insects whose appreciation of his crops is seldom deterred by the ferocity of frequent application of insecticides.

After a session in the garden, Mr. Davis generally can be found tinkering with the latest in UHF converters in pursuit of his thesis that UHF is about to become the television applicant's best friend.

## HADACOL CASE

### Hearings Off Until Dec. 5

FURTHER hearing on the Le Blanc Corp., manufacturer of the dietary supplement, Hadacol, was postponed by Federal Judge William Bondy last week until Dec. 5.

Confirmation of Milton F. Rosenthal, New York attorney, as trustee for reorganization was to be argued, with a group of southern creditors—some of whom are members of the Le Blanc family—opposing on the basis that it lies beyond jurisdiction of the court, which administers the southern New York district [B•T, Nov. 12]. Support of the appointment was to be argued on behalf of the creditors' committee, representatives of the major creditors. Hearing date was initially established at convenience of the lawyers involved and was postponed at their request.

## G-E PROMOTIONS

### Morlock, Sullivan Elevated

PROMOTIONS of William J. Morlock and Patrick E. Sullivan were announced by General Electric, Syracuse, N. Y., last week.

Mr. Morlock, who before his new appointment was assistant manager of the Commercial & Government Dept., has become general manager of that department in Syracuse.

Mr. Morlock

Mr. Sullivan, works engineer at the Buffalo G-E tube plant since 1947, has been appointed assistant manager of the Buffalo Tube Works.

The commercial products of Mr. Morlock's department include two-way radio, microwave, radio and television transmitters and station equipment, commercial radar, electronic heating equipment and germanium products.

Native of McKeesport, Pa., and an Ohio State U. graduate, Mr. Morlock has been with G-E since 1948. Before World War II, he was manager of distributive products engineering for RCA.

Mr. Sullivan, a native of Detroit, was a 1942 graduate of the U. of Detroit. He was appointed assistant works engineer in 1946 and works engineer in 1947. He is a member of the Institute of Radio Engineers.

## ANTI-MONOPOLY MOVE

### FTC Staff to Enforce

CHAIRMAN James M. Mead of the Federal Trade Commission last Tuesday called on staff members to "proceed promptly" with enforcement procedures against certain firms which purchase assets or capital stock of other companies. Move is intended to stem the "tide of illegal mergers" in the U. S.

Attorneys of FTC's Bureau of Anti-monopoly were asked to "determine the competitive effects of corporate mergers or acquisitions" effected subsequent to enactment of the amended Clayton Act. Amended legislation became effective Dec. 29, 1950. It was designed to close "loopholes" under the original act.

## WBS Feature

WORLD Broadcasting System, transcription library and commercial-feature packagers, has released special eight-feature Christmas package to affiliated stations. Package includes: Santa Claus campaign; Christmas shopping jingles; Christmas shopping bag; Christmas Carol background music; Thomas Mitchell in "The Miracle at Christmas"; four holiday scripts; Christmas holiday music selection list and holiday-theme weekly continuity.


Good Morning... you bet!

March, April, May, 1951

Hooper in Chattanooga

| Monday thru Friday | Station B | Station C | WDEF | Station D | Station E |
|---|---|---|---|---|---|
| 7:30 to 8:00 A.M. | 3.2 | 2.0 | 11.0 | 2.3 | 1.0 |
| 8:00 to 8:15 | 2.8 | 2.8 | 13.0 | 3.1 | 2.8 |
| 8:15 to 8:30 | 2.1 | 1.4 | 11.0 | 3.3 | 3.0 |
| SHARE OF RADIO AUDIENCE | | | | | |
| | B | C | WDEF | D | E |
| 8:00 A.M.—12:00 Noon | 9.3 | 12.2 | 33.5% | 21.1 | 22.3 |

WDEF
CHATTANOOGA

1370 KC
5000 WATTS

Carter M. Parham, President

REPRESENTED BY BRANHAM



WHEN
(SELLING) IN
ST. LOUIS...

DO AS
ST. LOUISANS DO!
USE KWK

At the present time KWK is serving over 100 Local Advertisers!

Local Advertisers have an almost daily check on their radio advertising, and they know KWK DOES SELL merchandise! This accounts for the overwhelming advantage KWK enjoys in the local advertising field!

And that's one of the big reasons more and more smart National Advertisers are using KWK year-after-year!

*Globe-Democrat Tower Bldg.*
*Saint Louis*

KWK

*Representative*
*The* KATZ AGENCY

FOR FINEST TAPE RECORDING
KOPR
Butte, Mont.
USES
Magnecorder

—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.
CONSOLE OR CONSOLETTE
Operation available by remote control with single monitor amplifier
For new catalog — write:
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

**Advertisers** like to read ads, too. And so advertising in Printers' Ink is read by the leading **buyers of advertising** not only because they are interested in the **stations** and markets they might use, but also because they have a professional interest in your copy, layout, etc.

# FCC actions

NOVEMBER 16 THROUGH NOVEMBER 21

| | | |
|---|---|---|
| **CP-construction permit** | **ant.-antenna** | **cond.-conditional** |
| **DA-directional antenna** | **D-day** | **LS-local sunset** |
| **ERP-effective radiated power** | **N-night** | **mod.-modification** |
| **STL-studio-transmitter link** | **aur.-aural** | **trans.-transmitter** |
| **synch. amp.-synchronous amplifier** | **vis.-visual** | **unl.-unlimited hours** |

**STA-special temporary authorization** **CG-conditional grant**

*Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.*

## November 16 Applications . . .

**ACCEPTED FOR FILING**

**Modification of CP**

**WHEN Syracuse, N. Y.**—Mod. CP new TV station for extention of completion date.

**WHJC Matewan, W. Va.**—Mod. CP new AM station for extension of completion date.

**License Renewal**

Following stations request renewal of license: WBHP Huntsville, Ala.; KGPH Flagstaff, Ariz.; KWG Stockton, Calif.; WCNH Quincy, Fla.; WFRP Savannah, Ga.; KRXK Rexburg, Idaho; WQUA Moline, Ill.; WJEF Grand Rapids, Mich.; KLWT Lebanon, Mo.; KELY Ely, Nev.; WMOU Berlin, N. H.; WFAS, White Plains, N. Y.; WBPZ Lock Haven, Pa.; WHBT Harriman, Tenn.; KSEY Seymour, Tex.; KCMC Texarkana, Tex.; WNOR Norfolk, Va.; KREW Sunnyside, Wash.; WAJR Morgantown, W. Va.; WAUD Auburn, Ala.; KSUN Bisbee, Ariz.; WRIZ Phoenix, Ariz.; KGFJ Los Angeles, Calif.; WMMB Melbourne, Fla.; WEAR Pensacola, Fla.; WTCJ Tell City, Ind.; WBOW Terre Haute, Ind.; KSLO Opelousas, La.; WBSM New Bedford, Mass.; WNEB Worcester, Mass.; WIKB Iron River, Mich.; KGDE Fergus Falls, Minn.; KYSM Mankato, Minn.; WSSO Starkville, Miss.; KANA Anaconda, Mont.; KHAS Hastings, Neb.; WISE Asheville, N. C.; WMFR High Point, N. C.; WLOE Leaksville, N. C.; WCBT Roanoke Rapids, N. C.; WEEB Southern Pines, N. C.; WSTP Salisbury, N. C.; WCPO Cincinnati; WCOL Columbus, Ohio; WBBZ Ponca City, Okla.; KOOS Coos Bay, Ore.; KODL The Dalles, Ore.; WHOL Allentown, Pa.; WJOY Burlington, Vt.; WPUV Pulaski, Va.; WCOM Parkersburg, W. Va.; WBBB-FM Burlington, N. C.; WLYC-FM Williamsport, Pa.; KECA-TV Los Angeles; WENR-TV Chicago, WTVN (TV) Columbus, Ohio; WOI-TV Ames, Iowa; WNBT (TV) New York.

**Applications Returned**

**WLBL Auburndale, Wis.**—RETURNED application for assignment of license from State of Wisconsin, Dept. of Agriculture, to Wisconsin State Radio Council.

**WBLJ Dalton, Ga.**—RETURNED application for renewal of license.

## Feature of Week

*(Continued from page 16)*

WKYW commercial manager.

Edwin Weldon, WKYW vice president, revealed the prescription for the present drive: "The campaign hammers on the local dealers' names and addresses with every announcement. A blend of the Philco factory jingles with punch, localized copy for a tag is the keynote."

Mr. Bettinger, who planted the seed for the radio spot campaign, indicated he is now gathering for his firm a harvest of increased sales.

## EMPLOYE AWARDS

### RCA Victor Ups to $7,500

EMPLOYE ideas at RCA Victor Div. are now worth as high as $7,500 for each adopted suggestion, the company announced last Tuesday. New plan, boosting the awards ceiling 1,500% from $500 limit, was made to urge employe ideas for the conservation of scarce metals and other materials of critical importance to defense production.

Individual awards are based on a percentage of actual savings effected during a year, it was announced. A. F. Watters, RCA Victor Div. personnel director, noted there is no limit to the number of suggestions any one employe may submit nor to the number of awards he may win. All employes, except those on executive level, are eligible. The conservation campaign already has paid out $64,566 in awards the first six months of 1951, $55,030 for the year, 1950.

## November 19 Decisions . . .

**ACTIONS ON MOTIONS**

**By Hearing Examiner Leo Resnick**

**Paramount Pictures Inc., et al, and American Bcstg. Co., et al.**—Pre-hearing conference scheduled by commission order of Nov. 7 to be held on Wed. Nov. 21, Washington, will be held on Tues., Nov. 20, 10:00 a.m., in Rm. 276, Temporary T Bldg., Washington.

**WJDX Jackson, Miss.**—Granted petition for advancement of dates to take depositions re its application and that of WGGA Gainesville, Ga., to commence at Starkville, Miss. Jan. 17, at Raymond, Miss. on Jan. 19, and at Jackson, Miss. on Jan. 21, 1952.

**By Hearing Examiner Elizabeth C. Smith**

**Frank D. Tefft Jr. Big Rapids, Mich.**—Granted petition to amend application to show additional information concerning financing of proposed station. Also, granted petition for continuance of further hearing re his application from Nov. 19 to Jan. 2, 1952, in Washington.

**By Hearing Examiner James D. Cunningham**

**KJEF Jennings, La.**—Granted motion for continuance of hearing re its application and that of WVOW Logan, W. Va. from Nov. 20 to Jan. 29, 1952 in Washington.

**By Hearing Examiner H. B. Hutchison**

**WQAN Scranton, Pa.**—Pursuant to memorandum opinion and order, adopted November 8, reopening record re WQAN and remanding proceeding to hearing examiner for further hearing, ordered that a further hearing be held in Washington Nov. 16 for limited purpose of permitting applicant to make showing upon record re national network affiliation of WSCR Scranton, Pa.

**By Hearing Examiner Fanney N. Litvin**

**Lakewood Bcstg. Co., Dallas, Tex.**—Granted petition for continuance of hearing from Nov. 15 to Nov. 19 in Washington re application, also, granted petition to amend application to change transmitter site, reduce power at night from 1 kw to 500 w and rotate DA 8 degrees in a clockwise direction.

**By Hearing Examiner Basil P. Cooper**

**WALT Tampa, Fla.**—Granted petition to amend application to change assignment requested from 1110 kc 1 kw D, to 920 kc 5 kw D, 1 kw N DA-DN.

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## November 19 Applications . . .

ACCEPTED FOR FILING

Modification of CP

**WJZ-FM New York**—Mod. CP new FM station for extension of completion date.

**WCBS-FM New York**—Mod. CP authorizing changes in FM station to change ant. gain and power output (but ERP remains the same).

License for CP

**KRXK-FM Rexburg, Idaho**—License for CP new FM station

**WBGU (FM) Bowling Green, Ohio**—License for CP new non-commercial educational FM station.

Replace CP

**KNXT (TV) Hollywood**—CP to replace expired CP, as mod., for new TV station.

License Renewal

Following stations request renewal of license: WIRB Enterprise, Ala.; WHTB Talladega, Ala.; WAYX Waycross, Ga.; WCRO Johnstown, Pa.

Applications Returned

**KGLN Glenwood Springs, Col.**—RETURNED application for assignment of license from Western Slope Bcstg. Co. to KGLN Inc.

**KOSA Odessa, Tex.**—RETURNED application for license renewal.

## November 20 Decisions . . .

BY THE SECRETARY

Granted Licenses

**WGAL-FM Lancaster, Pa.**—Granted license new FM station; 101.3 mc., 3.8 kw, 250 ft. ant.

**KTSA-FM San Antonio, Tex.**—Granted license new FM station; 101.5 mc., 15 kw, 310 ft. ant.

**WTRW Two Rivers, Wis.** — Granted license new AM station; 1590 kc 500 w D.

**WONW Defiance, Ohio**—Granted license covering change in operation hours and installation of DA-N; 1280 kc 500 w.

**KMBL Junction, Tex.** — Granted license new AM station; 1450 kc 100 w fulltime.

**KNPT Newport, Ore.** — Granted license covering facilities change; 1310 kc 1 kw DA-N fulltime; cond.

**WNXT Portsmouth, Ohio** — Granted license new AM station; 1260 kc 1 kw DA-1 fulltime; cond.

**KOOK Billings, Mont.**—Granted license new AM station; 970 kc 5 kw DA-N fulltime; cond.

Granted Mod. CP's

**WIVI Christiansted, V. I.**—Granted mod. CP for extension of completion date to 60 days after grant; cond.

Following granted mod. CP's for extension of completion dates as shown: WINR Binghamton, New York, to 1-30-52, cond.; KUSD Vermillion, S. D., to 2-1-52, cond.; WABA Aguadilla, P. R., to 12-1-51, cond.; WSNS Sanford, N. C., to 5-28-52.

## November 20 Applications . . .

ACCEPTED FOR FILING

License for CP

**KBOX Modesto, Calif.**—License for CP, as mod., new AM station.

**KNCM Moberly, Mo.**—License for CP which replaced expired CP authorizing frequency change, operating hours change, etc.

**KOZY (FM) Rapid City, S. D.**—License for CP authorizing changes in FM station.

FM—99.7 mc

**WMCF (FM) Memphis, Tenn.**—CP to change ERP from 260 kw to 321 kw, ant. height from 590 ft. to 515 ft. above average terrain, etc.

TV—Ch. 4

**WMCT (TV) Memphis, Tenn.**—CP to change ERP from 7 kw to 6.5 kw aur., change ant. system, etc.

License Renewal

Following stations request renewal of license: WGGG Gainesville, Fla.; WEGO Concord, N. C.; WSSB Durham, N. C.; WFLB Fayetteville, N. C.; WCOG Greensboro, N. C.; WEWO Laurinburg, N. C.; WMNC Morgantown, N. C.; WMPM Smithfield, N. C.; WIAM Williamston, N. C.; WLAT Conway, S. C.

Applications Returned

Applications for renewal of license submitted by following stations RETURNED: WKLK Cloquet, Minn.; WNNC Newton, N. C.; KEVT Kerrville, Tex.

*(Continued on page 172)*

# CLASSIFIED ADVERTISEMENTS

*Payable in advance. Checks and money orders only.*

Situations Wanted, 20¢ per word—*$2.00 minimum* ● Help Wanted, 25¢ per word—*$2.00 minimum*
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## Help Wanted

**Lifetime opportunity.** Handle nationwide sale transcribed show featuring internationally famous personality for percentage of gross. Must be closer. 574L, BROADCASTING.

### *Managerial*

**Promotion Manager** to handle all AM and TV promotion, air promos, publicity, displays, product merchandising. Excellent working and living conditions. Send resume, photo and salary desired WOOD, Grand Rapids.

### *Salesman*

**Salesman-announcer** for southern network station. Must have experience in sales. Car necessary. Only station. Established accounts. $50 per week plus 15% commission. Send complete details. $600 per month possible. Box 472L, BROADCASTING.

**Excellent opportunity** for experienced, aggressive radio salesman with ideas and knowhow aged 30 to 45. Top market in east Texas, city 45,000, market 135,000, MBS, established 20 years. An opportunity to make real money and advance. No hot-shots. Need man who knows radio and realizes value of account servicing. KGKB, Tyler, Texas.

**Wanted**—Sales manager. Salary and override. Write or wire Ken Palmer, KVER, Box 1388, Albuquerque, New Mexico.

**Salesman:** Experienced, little announcing. Car needed, $65 draw against 20% commission, must be permanent. 1000 watt independent with good future, WIVY, Jacksonville, Fla.

### *Announcers*

**Announcer-engineer** for station in Minnesota, Iowa, South Dakota area. Salary open. Write Box 249L, BROADCASTING.

**Wanted**—announcer with good hard punching commercial voice. Large midwestern market. Send audition disc and all details first letter. Box 367L, BROADCASTING.

**Announcer-salesman:** Must be experienced, solid staff man. No personality or DJ work involved. Salary and commission will total guarantee of 65 to 75 to start depending on experience and present earnings. Top independent in one-station town of 25,000, Chicago area. Personal interview and audition necessary. We will call you upon receipt of letter of application containing complete personal and professional data. Box 520L, BROADCASTING.

**Five kw** Virginia indie wants cooperative, hard hitting air salesman. Six day, forty hour week, Raytheon board. Tape or disc plus photo and full details first letter including salary expected. Box 541L, BROADCASTING.

**Wanted:** Four combination announcers-engineers. First phone. Must be good mike men. Rocky mountain region. Permanent. Box 555L, BROADCASTING.

**How about joining** announcing staff of consistently top rated independent in midsouth? Good working conditions, good pay, secure future in AM and TV. Must have experience and stability. Audition, photo and references. Replies confidential. Box 563L, BROADCASTING.

**Sportscaster,** experienced recreation, baseball, football, also news, staff for employment next spring. Hawaii. Write full details, references, Box 564L, BROADCASTING.

**Experienced** announcer-engineer wanted. $66.00 for 50 hour week, 250 w ind. KANA, Anaconda, Montana.

## Help Wanted (Cont'd)

**Need good night man.** Prefer experienced personality, but unusual ability can be deciding factor. Copywriting ability desired. Send disc, photo, full information first letter. KGKB, Tyler, Texas.

**Immediate opening** experienced announcer, $60.-$70. start. Air mail details KTFS, Texarkana, Texas.

**50,000 watt** CBS affiliate needs a staff announcer with a deep good quality voice. Must be stable and congenial. Send letter outlining background and furnish reference. Also send recent photo. Also send audition tape or disc covering several types of commercials and complete repertoire. No application considered without audition, photo and letter. Apply to KWKH, Shreveport, Louisiana.

**Wanted,** two combo men, one immediate, one January 22. Forty hour week, salary, $45.00 to $65.00 commensurate with ability. WACA, Camden, South Carolina.

**Announcer-engineer,** $70 to $80 depending on announcing ability. Modern studios, transmitter. Fulltime Mutual. Housing available, car unnecessary. Send details with disc or tape to WCRK, Morristown, Tenn.

**Immediate opening,** announcer, copywriter. Good salary for the right man. 1 kw daytimer, upstate New York. Please submit background, disc, sample copy, salary requirements and photo. Radio Station WDLA, Walton, New York.

**WGCM, Gulfport, Mississippi,** has opening for experienced announcer.

**Combination** announcer-engineer. Wire WJON, St. Cloud, Minnesota, or call 1240. ABC affiliate.

**Dual network station,** TV application, has opening for staff announcer. Better than average opportunities. Send audition and resume to J. W. Carson, WMOX, Meridian, Miss.

**Announcer-engineer,** outstanding station in tidewater Virginia will add combo man. Must be strong on announcing. Excellent position with fine staff. Send background and audition to Jack Black, WNOR, Norfolk, Virginia.

**Announcer** leading middlewest regional radio and television station. Prefer personality with diversified experience. State age, family, military status, education, previous experience, references. Reply in writing Merrill Workhoven, WOW, Omaha. Include photo.

**Announcer-control room** operator, we are adding an additional man to our staff. Start at $230 a month with regular schedule of increases. This is a CBS regional station in the Mississippi Valley. Send complete background, references and audition disc to Merritt Milligan, Program Director, WTAD, Quincy, Illinois.

**Announcer - engineer,** first phone. WWGS, Tifton, Ga., Phone 921.

### *Technical*

**Wanted.** Radio operators holding 1st class radio telephone licenses. Experience unnecessary. Car required. Upstate New York. Box 180L, BROADCASTING.

**Engineer,** experienced 5 kw RCA eqpt., 44 hour week $75.00, KGVO, Missoula, Montana

## Help Wanted (Cont'd)

**Wanted**—Transmitter operator with car for AM and FM station. Experience unnecessary. $50.00 for forty hours plus time and one-half for overtime. Box 291L, BROADCASTING.

**Engineer or combination** for Georgia AM-FM station. $50 for 40 hours, plus time and one-half for overtime. Box 556L, BROADCASTING.

**Wanted:** Engineer with first class license. $50 for 40 hours; time and a half for overtime. Car necessary. Northern Wisconsin station. Write Box 561L, BROADCASTING.

**Engineer,** first phone, combination announcer, salesman, forty hours plus commission. New York network local. Consistent improvement. Immediate opening. Box 571L, BROADCASTING.

**Want combination** engineer-announcer, first phone. Good voice required. State salary required first reply. KCOG, Centerville, Iowa.

**Wanted:** Engineer with first phone. 5000 watt CBS station 21 years old. Good hunting and fishing and congenial staff. Station KOLT, Scottsbluff, Nebr.

**Engineer-announcer.** Details and expected salary first letter. KWBM Williston, N. Dak.

**Immediate opening** engineer-announcer. Send disc, photo, other particulars to Marlin Obie, KXLO, Lewistown, Montana.

**First class engineer.** No experience necessary. Contact WCOR, Lebanon, Tennessee.

**Immediate opening,** chief engineer-announcer. 1 kw upstate New York daytimer. Top salary to the right man. Also, straight engineer. Complete details and disc please. Radio Station WDLA, Walton, New York.

**Immediate opening** for engineer with first class license. Contact Allen B. Jones, Radio Station WGNI, Wilmington, N. C.

**Two engineers**—wanted for transmitter work, 40 hours, $1.00 per hour. WIEL, Elizabethtown, Kentucky.

**Wanted**—Engineer with first phone license. $50.00 for 40 hours. Also, need combo man. WJAY, Mullins, S. C.

**Wanted.** Engineer, first phone. 40 hour week. Contact Chief Engineer, WKXL, Concord, N. H.

**Chief engineer** wanted at once. 250 watt Mutual station in small town. RCA equipment all new. Good future for right man. Contact Ed Damron, WPKE, Pikeville, Kentucky.

**Engineer wanted,** first class license; experience not necessary. WREL, Lexington, Va.

**First phone** transmitter operator, WSYB, Rutland, Vermont.

**First Class engineer.** Immediate opening. Contact James Trewin, Rural Radio Network, WVCV, Cherry Valley, New York.

**Wanted,** engineer with first class license. $50.00 for 40 hours, time and a half overtime. Contact Radio Station WVOT, Wilson, N. C.

### *Production-Programming, Others*

**Program director,** some air work, preferably musical clock type, good job for dependable man with fresh ideas willing to work hard in Mass. independent. Write full details in confidence. Box 527L, BROADCASTING.

## Help Wanted (Cont'd)

**Wanted:** Experienced news man, to write. Excellent opportunity for man with writing ability and news judgment. Air work not essential. Send letter of qualifications, including experience, background and salary expected to Station WFDF, Flint, Michigan.

**WKY, Oklahoma City,** expanding its combined AM-TV writers staff. Send your qualifications to Continuity Director.

**Program Director** for 1000 watt independent. Excellent opportunity for man capable of assuming responsibility. Requires idea man and good air work. Send letter including qualifications, photo and salary expected to WPAG, Ann Arbor, Michigan.

**Wanted**—Partner to invest in growing AM-FM network affiliated station in Piedmont, North Carolina. Box 569L, BROADCASTING.

# Television

### *Technical*

**Wanted**—TV chief engineer. Man must be able to take over operating station completely. Box 580L, BROADCASTING ● *TELECASTING.*

**Television technicians** — Need experienced men for expanding operations. Prefer men with actual television broadcasting background. Men with several years AM experience will be given consideration. Technical background essential. Good working conditions. Reply letter with full details to Chief Engineer, WDTV, Chamber of Commerce Bldg., Pittsburgh 19, Pa.

### *Production-Programming, Others*

**Wanted**—TV production chief. No live. Man who can handle all phases of film, slide scheduling, etc. Must be willing dig in, work hard. Right man can have unlimited opportunity. Box 579L, BROADCASTING ● *TELECASTING.*

## Situations Wanted

### *Managerial*

**Manager-sales manager** now employed commercial manager 1000 watt network seeks connection community under 30,000. 20 years background radio-newspaper sales and experience opening three stations. Versed administrative sales, promotion, programming, continuity. Prefer midwest consider other areas. Available two weeks. Offer mature judgment, economical operation, host ideas. Let's get acquainted. Box 484L, BROADCASTING.

**Able to handle** management, programming, promotion, newscasting, announcing. Nine years experience. Will consider allied arts. Box 568L, BROADCASTING.

**Station manager** looking for position because of impending sale of present outlet. Young, energetic, experienced, with outstanding record in midwestern market. Write 573L, BROADCASTING.

**Commercial or general manager.** Proved sales and executive record of ability. Now general manager in 350-000 market. Five years commercial manager in top eastern markets. Desire either general manager in medium market or commercial manager of large operation. Know the answers to successful management and sales operation. 47 years, healthy, married 20 years and have long record of success in sales, loyalty, moral fiber and personality. References are of the highest. Available in 30 days. Box 578L, BROADCASTING.

### *Announcers*

**Experienced announcer.** Commercials, news, DJ. Eastern shore. All replies carefully considered. Box 493L, BROADCASTING.

**Sports announcer** 29, veteran, seven years experience in metropolitan area. Play-by-play basketball, baseball and football. Seek station AM or TV, strong on sports, especially basketball. All offers considered. Excellent references. Box 514L, BROADCASTING.

**Basketball** play-by-play man available immediately. Have broadcast football and basketball in one of country's leading conferences over a state wide network. Thoroughly experienced in minor league baseball. 9 years radio experience. Desire permanent connection with sports minded station. Air check and excellent references available. Let my air checks speak for themselves. Box 545L, BROADCASTING.

### Situations Wanted (Con't)

**Topnotch** midwestern sportscaster desires change. Five years extensive background including professional baseball, Big Ten basketball, college football. Colorful, accurate. Contact Box 572L, BROADCASTING.

**Mature delivery**, education, background and four years experience, desires opening. Box 576L, BROADCASTING.

**Inexperienced** conscientious announcer promises to sincerely reward station that will accept and train beginner. Start immediately. NYC—OR. 9-2683 evenings.

**Announcer**, disc jockey. Thoroughly trained. Graduate SRT, Chicago. Disc, photo on request. Harry F. Callson, 3502 S. 55 Ct., Cicero, Ill.

**Young man**, draft exempt desires to train as announcer. Some air time, but little board experience. Prefer Florida or south Georgia. Audition tape and picture upon request. C. W. Elkins, Quincy, Florida.

**I get ideas.** Announcer-first phone. School experience, 28, married, one child, draft exempt, B. A. English. Permanent with future desired. Jim McAvey, 211 E. Neely St., Dallas, Texas.

*Technical*

**First phone**, 4¾ years experience. State salary, working conditions first letter. Box 562L, BROADCASTING.

**Chief engineer**, AM-FM. 41, married. Ham since '27. 3 years operator Merchant Marine. Two years broadcast engineer, one year chief. Supervised construction FM station. Expert preventive maintenance. References. Available now. Box 566L, BROADCASTING.

**Wanted**—Chief engineers job AM-FM-TV. 10 years experience. References. Box 567L, BROADCASTING.

**I would like** to do console board work in the south. Box 577L, BROADCASTING.

*Production-Programming, Others*

**Copy-continuity**-jingle writer (free lance). Outstanding air credits for 29 4A agencies. Moderate rates. Write Box 309L, BROADCASTING.

**Radiogenic woman.** Writing copy. Craves mike work. 33, college degree. Radio certificate. Disc on request. Will write. Available after Christmas. Box 546L, BROADCASTING.

## Television

*Managerial*

**Planning**—midwest TV operation? Save time and money by utilizing my experience. All phases of TV-AM operation. Desire to manage and invest. Currently employed in major basic operation. Box 575L, BROADCASTING • *TELECASTING*.

### For Sale

*Stations*

**Wanted**—Experienced broadcaster with capital to consider buying interest in established plant in promising field in which choice of three affiliations has become available. Box 258L, BROADCASTING.

**Southwest state.** 1000 watts. $2000 month net. Asking $130,000. Ideal opportunity in a fast growing area. Box 558L, BROADCASTING.

**Radio stations**—250 watters, day or full time. Bailey-Krehbiel Radio Service, Box 396, Salina, Kansas.

*Equipment etc.*

**Have** for immediate sale, brand, new 5 kw AM transmitter. Still at factory. Can be factory tuned to your frequency. Box 560L, BROADCASTING.

**Presto** 6-N recorder with 1-D head and floor cabinet, and Western Electric 9-A reproducer assembly with equalizer repeat coil, two heads. All in good condition. Contact KLAS, Las Vegas, Nevada.

**For sale:** Slightly used Sola Constant voltage transformer. Primary volts: 95/190 to 125/250. Rated V.A.: 5000. 60 cycles, single phase. Secondary voltage: 115. Secondary amperage: 43.5. $350. WLET, Toccoa, Georgia.

### For Sale (Con't)

**1 kilowatt** transmitter composite linear standard UTC transformers Collins 40E exciter, 833A final and modulators. Real bargain at $1250.00. Hurry before this one is gone. Contact W. L. Braun, Radio Station WSVA, Harrisonburg, Va.

**For sale**—General Radio Primary frequency standard. Immediate delivery. Chief Engineer, Kent Engineering Co., 5743 W. North Ave., Chicago. Phone Tuxedo 9-6569.

### Wanted to Buy

*Stations*

**Will pay** good market price for CBS network station on eastern seaboard. All cash or terms favorable to seller. References before negotiation if desired. Confidential. Box 559L, BROADCASTING.

*Equipment, Etc.*

**Wanted** 1 kw amplitude modulated transmitter. State price, condition, age. Also need CAA-A3 beacon and flasher. Box 488L, BROADCASTING.

**Wanted**—Used 200' (approx.) tower; lights; flasher; tuning equipment; 250 w AM transmitter; frequency and modulation monitors; limiter; audio equipment. State age, condition and price. Box 565L, BROADCASTING.

**Wanted:** Self supporting tower 300 feet or 350 feet. Does not have to be insulated. Prefer wide, heavy tower. Tower Construction Co., 107 Fourth St., Sioux City, Iowa.

*Miscellaneous*

**Commercial crystals** and new or replacement broadcast crystals for Bliley Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

### Help Wanted

*Announcers*

**KTSW-Mutual affiliate - EMPORIA, Kansas**
WANTS GOOD EXPERIENCED ANNOUNCER
to assume responsible position
all replies kept confidential. Immediate opening.

### For Sale

*Equipment, etc.*

For sale. One kilowatt, approved transmitter, RCA modulation monitor, General Radio, frequency and deviation monitor, RCA limiting amplifier, remote equipment, Presto turntables. As a matter of fact, complete equipment for one kilowatt, 500 or 250 operation, in top shape. Available for immediate delivery at right price. Box 570L, BROADCASTING.

### Employment Service

**EXECUTIVE PLACEMENT SERVICE**
Confidential nation - wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.
HOWARD S. FRAZIER
*TV & Radio Management Consultants*
728 Bond Bldg., Washington 5, D. C.

## Repair Prices

AUTHORITY to make price adjustments in the radio TV repair and other service fields will be delegated "in the near future" to regional OPS offices, Price Stabilizer Michael V. DiSalle indicated in a field memorandum Nov. 16. The delegation covers those services now falling under Ceiling Price Regulation 34. Previously, authority of regional offices was generally limited to giving information and promoting compliance with CPR 34.

## Blood Drive

*(Continued from page 163)*

Wis., moved her *Coffee with Christie* into a donation center, broadcast the program while giving blood. After the show, Red Cross phones began ringing, with the final result that the quota was over-subscribed more than 100 pints. Station staffers signed up 100% to visit the blood-mobile.

Johnny Mahan, WDAS Philadelphia's *Mahan About Town*, broadcast while donating blood at the Red Cross blood center to open the station's November-long blood donor drive. Station also took full-page newspaper ad to promote drive.

## Capitol Records Sales

SALES and earnings of Capitol Records Inc., and subsidiaries for 12 months ending Sept. 30, 1951, were higher than in corresponding period of last year, according to report by Glenn E. Wallichs, president. He pointed out that sales increased from $12,660,372 to $13,243,844. Net incomes for 12 months ending Sept. 30 last totaled $477,737, equal, after providing for preferred dividends, to 88 cents a share on the 476,230 shares of common stock outstanding. This compared with the net income of $280,023 for the 12 months ended Sept. 30, 1950, which was equal to 42 cents a share on the same number of common shares.

**EXAMINING the Easy's One Thousand Club Award of Gratitude, offered on Easy Gwynn's (1), *Easy Listening* and *Easy Does It* programs on WIBC Indianapolis, is Richard M. Fairbanks, station's president and general manager. Award is presented to each listener who donates blood to the Armed Forces through the American Red Cross."**

## C-P-P Agency Changes

COLGATE-PALMOLIVE-PEET, New York, will shift its products in three agencies effective March 1. At that time Super Suds, currently handled by William Esty Co., will be serviced by Cunningham & Walsh, New York. Latter agency, which currently has the Kirkman brands account, will relinquish that to the Charles W. Hoyt Agency. William Esty Co. will be named to handle a new product which is soon expected to go into test areas.


# NEED AN ANNOUNCER?

- looking for a job
- equipment for sale
- need an engineer
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • *Telecasting* . . . where all the men who *make the decisions* meet every Monday morning.

| | |
|---|---|
| Situations wanted, 20¢ per word | ($2.00 minimum) |
| Help wanted, 25¢ per word | ($2.00 minimum) |
| All other classifications 30¢ per word | ($4.00 minimum) |
| Display ads, $15.00 per inch | |

*If transcriptions or bulk packages submitted, $1.00 extra charge for mailing.*

**Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.**

# allied arts

E. JOHNNY GRAFF, sales manager Snader Telescriptions Sales, N. Y., elected vice president in charge of sales.

G. RALPH BRANTON, president Interstate Television Corp., L. A., and member of board Monogram Pictures, of which former is subsidiary, named vice president of Monogram Pictures.

JEAN FOSS, business survey manager, Chicago *Sun Times*, named field supervisor Gould, Gleiss & Benn Inc., marketing consultant, Chicago.

HELEN ISRAEL, DORIS JACOBSON and ELSYE MORRIS have formed Attractions Inc., Phila. Organization supplies talent for TV programs. They are forming a TV stock company that will act as showcase for agencies and TV stations.

## *Equipment . . .*

GEORGE I. LONG, vice president Ampex Electric Corp., Redwood City, Calif., elected vice president and general manager.

Mr. Long

KEN W. TROUT, member of special activities promotion staff, Crosley Div., Avco Mfg. Corp., Cincinnati, appointed member of Farm and Rural Market Development Committee of National Electrical Manufacturers Assn.

RICHARD H. SCHNEBERGER, Coolerator Corp., Duluth, Minn., named general service manager, Crosley Div., Avco Mfg. Corp., Cincinnati, replacing H. A. NEWELL, resigned.

J. F. LINCOLN, president Lincoln Electric Co., Cleveland, elected president National Electrical Manufacturers Assn. Vice presidents elected were: ARTHUR A. BERARD, president Ward Leonard Electric Co., Mt. Vernon, N. Y.; J. W. COREY, vice president Westinghouse Electric Corp., Pittsburgh; J. H. JEWELL, vice president Kennecott Wire & Cable Co., Phillipsdale, R. I.; HOYT POST STEELE, executive vice president Benjamin Electric Mfg. Co., Des Plaines, Ill. L. G. HALL, president Stackpole Carbon Co., St. Marys, Pa., elected treasurer.

MERVIN MARCUS, assistant to the president Kirch-New Jersey Inc., RCA Victor distributors in northern New Jersey, appointed operations manager of radio and TV department.

EDWARD J. WILDER, account executive WHLI Hempstead, Long Island, N. Y., appointed field representative Audio & Video Products Corp., N. Y.

LAFAYETTE RADIO, N. Y., announces release of new 1951-1952 "High Fidelity Guide." Illustrated manual and catalog contains listing of High Fidelity components of all leading manufacturers, complete radio-phonograph and television systems, home installations and finished cabinetry.

ALDEN PRODUCTS Co., Brockton, Mass., announces new octal type 9-pin connector, 209FEC, and plug 109C, for use with TV color adapters, UHF converters, or wherever small connector is needed.

GENERAL ELECTRIC Co., Schenectady, N. Y., Tube Department announces production of 6AF4, miniature receiving tube for use in UHF reception. Tube is a 7-pin triode designed for use as local oscillator for new UHF channels from 470 to 890mcs. Company also announces TV jumper cord, new service aid designed to speed home servicing of television receivers, now available. Cord serves as connector between two parts of interlock after back has been removed from the TV set, automatically disconnecting power.

## *Technical . . .*

PHILIP G. CALDWELL, engineering director ABC Western Div., named chairman of the newly-formed Broadcast Transmission Group, auxiliary of the Institute of Radio Engineers. Other officers include MAL MOBELY, KMPC Hollywood, secretary-treasurer; Gerald Beranek, CBS, chairman of the papers committee.

AL SCARLETT, lighting engineer NBC-TV Chicago, transfers to NBC Hollywood.


**Northwest Fulltime Independent**

***$65,000.00***

This is an old established property located in one of the great major markets of the northwest. It is operating profitably and offers an unusual opportunity to get into a large market at a low cost. Financing arranged.

**Appraisals • Negotiations • Financing**

BLACKBURN-HAMILTON COMPANY

*RADIO STATION AND NEWSPAPER BROKERS*

| WASHINGTON, D. C. | CHICAGO | SAN FRANCISCO |
|---|---|---|
| James W. Blackburn<br>Washington Bldg.<br>Sterling 4341-2 | Ray V. Hamilton<br>Tribune Tower<br>Delaware 7-2755-6 | Lester M. Smith<br>235 Montgomery St.<br>Exbrook 2-5672 |

**AT PARTY marking the appointment by WGAN Portland and WGUY-AM-FM Bangor, Me., of Avery-Knodel Inc. as national representative effective Nov. 1 [B•T, Oct. 26], are (l to r): Creighton E. Gatchell, WGAN general manager; Lewis H. Avery, Avery-Knodel; Guy P. Gannett, president, Guy Gannett Broadcasting Services; Lawrence H. Stubbs, vice president and general manager, Guy Gannett Publishing Co.; J. W. Knodel, Avery-Knodel; Elizabeth Black, Joseph Katz Co.; Ralph C. Robertson, Colgate-Palmolive-Peet Co., and Edward Aleshire, Harry B. Cohen Adv. Co.**

## *FM GROWTH*

### *Noted in Middle Mass.*

FM is accelerating its growth in the Springfield, Mass., area, according to a survey there. For the entire area—Hampden, Hampshire and Franklin Counties in Massachusetts—ownership has increased to 36% of total families, a 7% rise over last year.

The 1951 FM set ownership was conducted by Springfield stations WBZA-FM (NBC); WMAS-FM (CBS); WSPR - FM (ABC); WJKO-FM (Independent), and WHYN-FM Holyoke, Mass. (Yankee-MBS). Successive fall surveys, which started in 1947 with 7% of families owning FM sets, were 1948, 12%; 1949, 20%; 1950, 29%, and 1951, 36%.

Also noted was that the further away from the location of AM transmitters, the more likely are listeners to turn to FM to avoid interference. Survey found the highest percentage of FM ownership in Franklin County, which is the most remote from the Springfield AM transmitters. It has 41% FM ownership, 5% more than the three-county average.

## KVOR Rate Card

NEW RATE card, No. 10, effective Dec. 1, has been issued by KVOR Colorado Springs, setting the hourly Class A one-time rate at $90; 30-minutes, $54; quarter-hour, $36; 10-minutes, $27; five-minutes, $18; announcements, $10. Class B one-time rate respectively is $50, $30, $20, $15, $10 and $6. In announcing the new card, James D. Russell, president and general manager, noted the increase in population and of radio sets in use in the market area. Current advertisers will be given 52-week protection on Rate Card No. 9 from date of the increase, Mr. Russell said.

## Too Much Success

WHEN a radio show's audience gets too large, watch out. That's the advice from KLRA Little Rock which had to cancel a broadcast of its hillbilly show, *Barnyard Frolic*, when over 8,000 people tried to crowd into Dutch O'Neal's showroom fortnight ago. Capacity of the car dealers showroom is 1,700. Insurance agents called the sponsor and told him they couldn't furnish him with coverage with a crowd that large; police had to use two-shifts to handle the traffic problem. Result was a shift in location to the Municipal Auditorium, which, when unavailable for the following Saturday night's program, caused a one-week hiatus.

## *HUGGINS NAMED*

### *Takes Air Force Post*

APPOINTMENT of Edwin V. Huggins, executive vice president of Westinghouse Electric International Co., as assistant secretary of the Air Force, was announced by President Truman last Monday. Mr. Huggins' appointment is a recess nomination subject to Senate confirmation in January.

Working under Thomas K. Finletter, Secretary of the Air Force, Mr. Huggins will be placed in charge of the material procurement program for that branch, including installations. He is expected to assume his duties tomorrow (Tuesday), succeeding Roswell L. Gilpatric, promoted to Air Force Undersecretary.

Mr. Huggins went to Westinghouse in 1943. Last May he was appointed vice president. Earlier this year he was a consultant to the Defense Production Administration. He is president of the National Society of Industrial Assns.

## Telestatus

*(Continued from page 154)*

areas: 60% said their children ask for products as advertised on video.

Survey was conducted for Infants', Children's and Teens' Wear Buyers Assn. by Patrician Ward Co., research organization, to bring out facts useful to the buyers group. Mothers of children from 4 weeks to 14 years old were interviewed in all boroughs of New York City, Westchester, Nassau and Bergen Counties and Philadelphia and its suburbs.

In all homes—TV-equipped or not — 40% of the parents said *Howdy Doody* is the children's favorite character.

* * *

## Nielsen Lists Berle, Godfrey, Skelton

NBC-TV's *Red Skelton Show* became No. 3 of the "big three" of TV—led by Milton Berle's *Texaco Star Theatre*, also on NBC-TV—in the national Nielsen ratings for the top 10 shows presented during the two weeks ending Oct. 27. CBS Television's *Arthur Godfrey and His Talent Scouts* was second place holder. Ratings:

| Rank | Program | % of TV Homes |
|---|---|---|
| 1 | Texaco Star Theatre (NBC) | 54.1 |
| 2 | Arthur Godfrey's Scouts (CBS) | 50.8 |
| 3 | Red Skelton (NBC) | 44.1 |
| 4 | Gillette Cavalcade (NBC) | 42.3 |
| 5 | Your Show of Shows (NBC) (Participating) | 42.2 |
| 6 | Your Show of Shows (NBC) (Reynolds, R. J., Tobacco) | 42.0 |
| 7 | Mama (CBS) | 41.1 |
| 8 | Philco TV Playhouse (NBC) | 40.1 |
| 9 | Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco) | 39.9 |
| 10 | I Love Lucy (CBS) | 39.5 |

Copyright 1951 by A. C. Nielsen Co.

* * *

## Higher Income, More Sets Guide-Post Finds

TESTING of Allegheny County in Pennsylvania by Guide-Post Research, Pittsburgh, found 66% of homes with annual incomes over $5,000 have TV sets. Family population of county is 416,000. Of these, 220,000 have sets, Guide-Post said. Further breakdown: 52% of homes in the $2,500-3,500 income level have sets, 37% of families earning under $2,500 a year have television receivers.


WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities. Represented by Raymer

**LINED up for coffee are these callers (l to r): Dave Bremmer, president, Grocers Biscuit Co.; H. C. Cushenberry, Jelke Div., Lever Bros.; Tommy Tucker, Tommy Tucker Cheese Co.; Lee DeMuth, sales manager, Grocers Biscuit; Jim Rogers, territory sales manager, General Foods, and Jim Walton, m.c. Occasion was third birthday celebration of *Coffee Call*, audience-participation show on WHAS Louisville, presided over by Mr. Walton.**

# DEFENSE TEST

### Eastern Stations Join

SOME 400 radio stations in the 19-state area of the Eastern Air Defense Force participated in an early morning exercise Nov. 17 designed to test a method for confusing enemy aircraft that might seek wartime targets by following beams from commercial radio transmitters.

Developed by the FCC, the plan called for intermittent changes in transmitting operations so that a plane trying to ride a commercial radio beam to Buffalo, N. Y., for example, might find itself over the mountains of western Massachusetts. Exercise was conducted between 1:30-5 a.m., with stations normally off the air returning to broadcast the single test program from either a very high or a very low area of the kilocycle band. Planes of the Eastern Air Defense Force, commanded by Maj. Gen. Frederic H. Smith Jr., circulated in the test area to check results.

#### Transmission Sites Changed

As far as the public was concerned, metropolitan radio listeners could have found their favorite stations were broadcasting at a different frequency. After ranging the lower or upper levels of the dial, the listener could have found the one program being aired and heard it without interruption although transmission sites were constantly being changed.

Stations normally on the air during the test period did not, for the greater part, participate in the test, although a few were understood to have done so by using a second transmitter for test operations, while their primary transmitter continued to operate as usual.

The eastern test of the air defense method followed earlier tests conducted by the Western and Central Air Defense Commands, but was the largest such exercise to have been held.

## Edgar Bergen Tour

EDGAR BERGEN and Charlie McCarthy launched "Operation Santa Claus" Friday, which calls for visits to Army, Navy, and Air Force hospitals across the country. The performers will pass out gifts to hospitalized war veterans. Starting on the West Coast Dec. 13 and ending in the East by Dec. 22, the trip will be conducted through auspices of Camp Shows Inc. Besides distributing gifts—to be sent in by radio listeners—the ventriloquist and his dummy will give a series of shows, at bedside and in auditoriums.

## WOV TRAVELOGUE

### Plans Radio, TV Series

NEW TRAVELOGUE series—incorporating radio, TV and photographic media—has been inaugurated by WOV New York through mobile units operating out of its Rome studios. Sponsor for new series is B. Filippone & Co., New York (La Perla foods), through Pettinella Agency, New York. Radio series is to be broadcast upon completion from WOV New York.

Mobile units will travel to localities in Italy which have had heaviest emigration to the United States and record interviews with the mayor, police chief, village priest, local personalities and private citizens plus the "voice of the town itself," according to a station spokesman. Simultaneously, movie and still cameras will photograph visual highlights including little-known points of interest for marketing later as a 15-minute travelogue package. This will mark WOV's second venture into TV production and packaging.

Additional merchandising feature—photographic profiles of each vicinity in brochure form offered on premium basis—will be marketed under auspices of program sponsor.

Production in Italy is being handled by Vera Fontanella of station's Rome staff. Miss Fontanella was formerly associated with National Export Adv. Agency, New York.

COVER OHIO'S CHIEF MARKET with

CLEVELAND'S *Chief* STATION

Top talent, vigorous sales promotion, plus Greater Cleveland's strongest signal make WJW *your best buy.* Get facts, availabilities NOW.

WJW

5000 W. WJW BUILDING

BASIC ABC CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC

## FCC Actions

*(Continued from page 167)*

### Nov. 21 Decisions . . .

**BY THE COMMISSION EN BANC**

**Granted Application**

**KMYC Marysville, Calif.** — Granted application to change from 1450 kc 250 w to 1410 kc 1 kw DA-N; cond.

**Granted CP**

**Central City-Greenville Bcstg. Co., Central City, Ky.**—Granted CP new AM station 1380 kc 500 w daytime; cond.

**Designated for Hearing**

**WVCH Chester, Pa.**—Designated for hearing in Washington, on date to be determined later, application to increase power from 250 w to 1 kw D 740 kc, made WBMD Baltimore and WGSM Huntington, N. Y., parties to proceedings.

**To Remain Silent**

**WSKB McComb, Miss.**—Granted authority to remain silent additional 90 days from Nov. 25, pending action on assignment of license to trustee in bankruptcy and sale of station.

**ACTIONS ON MOTIONS**

**By Comr. E. M. Webster**

**KFFA Helena, Ark.**—Granted petition for dismissal without prejudice of its application.

**By Hearing Examiner J. D. Bond**

**North Shore Bcstg. Co., Evanston, Ill.**—Granted petition to amend application to correct typographical error in geographic coordinates of proposed transmitter site, to submit revised program log analysis and supplemental statement concerning financing of proposed station.

**Winnebago Bcstg. Co., Rockford, Ill.**—Granted petition to amend application to change frequency requested from 1330 kc to 1600 kc and application, as amended, removed from hearing docket.

**John C. Pomeroy, Pontiac, Mich.**—Granted petition to amend application to reflect pertinent data required by Commission re new transmitter site.

**By Hearing Examiner James D. Cunningham**

**KJEF Jennings, La.** — Granted petition to amend, filed Aug. 15, and supplemental petition to amend, filed Nov. 13 to show mutually objectionable interference would not attend simultaneous operation of KJEF and WVOW Logan, W. Va., on 1290 kc.

**WEBK Tampa, Fla.** — Granted petition to amend application (a) with respect to plans for financing construction contemplated and program proposals, and (b) to specify 1300 kc 1 kw daytime, in lieu of 1590 kc 1 kw D, 500 w DA-N; application, as amended, removed from hearing docket.

**By Hearing Examiner Elizabeth C. Smith**

**Radio Sumter, Sumter, S. C.**—Granted petition for continuance of hearing from Nov. 26 to Jan. 28, 1952.


Time Buyers, NOTE!

NO TV

Stations within

60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC

Station Serving

This Market

5000

WATTS

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

CALL

Headley-Reed Co.,

National Representatives


# FCC roundup

**New Grants, Transfers, Changes, Applications**

## Box Score

SUMMARY THROUGH NOVEMBER 21

| Class | On Air | Licensed | CPs | Cond'l Grants | Appls. Pending | In Hearing |
|---|---|---|---|---|---|---|
| AM Stations | 2,309 | 2,288 | 130 | | 296 | 107 |
| FM Stations | 639 | 553 | 89 | *1 | 11 | 2 |
| TV Stations | 108 | 91 | 17 | | 453 | 171 |

* On the air.

* * *

### New Applications . . .

**AM APPLICATIONS**

**Franklin, Pa.—Venango Bcstrs., 1370 kc, 500 w, daytime; estimated construction cost $18,450, estimated first year operating cost $42,000, estimated first year revenue $50,000. Partners are Harris G. Breth, a representative in the Pennsylvania Legislature, William J. Thomas and LeRoy W. Stauffer, each of whom own 20% interest in WNCC Barnesboro, Pa. Filed Nov. 16.**

**McGee, Ala. — Southeast Arkansas Bcstrs. Inc., 1220 kc, 1 kw, daytime; estimated construction cost $34,794.64, estimated first year operating cost $35,000, estimated first year revenue $40,000. Stockholders include President Abbott L. Kinney (32.97%), life insurance agent in Dermott, Ark., and 50% owner Hamm's Puddin' House, Dermott (frozen dairy products), Vice President Dale C. Loyd (5.49%), manager and 35% stockholder W. B. Loyd & Sons, McGee (farm implements), Secretary-Treasurer Wrona Floyd Pierce (4.4%), executive vice president Dermott State Bank, Dermott, and a farm operator, Thomas Clifton Trigg (10.99%), general manager and 50% owner Courtney-Trigg Co. (general merchandise), and five other persons. Filed Nov. 21.**

**FM APPLICATIONS**

**Augusta, Ga.—WAUG, 103.7 mc (Ch. 279), ERP 9.2 kw, antenna height 100 ft. above average terrain; estimated construction cost about $9,722 (certain WAUG equipment, studios, etc., will be used), estimated first year operating cost $25,000, estimated first year revenue $28,500. Applicant holds CP, as modified, for new AM station, WAUG, 1050 kc, 250 w, daytime; the FM station will operate fulltime. Applicant holds interest in WOLS Florence, S. C. Filed Nov. 20.**

**Crawfordsville, Ind. — First Baptist Church, non-commercial educational station, 106.3 mc (Ch. 292), ERP 1 kw, antenna height 38 ft. above average terrain; estimated construction cost $5,000 (equipment will be bought from WFMU Crawfordsville), estimated first year operating cost $2,000, estimated first year revenue $2,500 (through donations). Pastor of church is Rev. George T. King. Filed Nov. 21.**

**TRANSFER REQUESTS**

**KFMV (FM) Hollywood, Calif. — Transfer of positive control Union Bcstg. Corp., licensee, from Frederick F. Umhey, Jennie M. Charters and International Ladies' Garment Workers Union to Harry Maizlish (51%) and David C. Baird (49%) for $26,000 (amount remaining to be paid after sale of KFMV Sunset Blvd. studios to KBIG Avalon, Catalina Island, Calif. [B T, Nov. 19, 12]). Transferee is licensee of KFWB Los Angeles. Filed Nov. 16.**

**WRMN Elgin, Ill. — Assignment of construction permit and license from George A. Ralston and Jerry C. Miller, d/b as Elgin Bcstg. Co., to F. F., John T., William D. and Joseph E. McNaughton for $60,000. F. F. McNaughton holds interest in KOBE Las Cruces, N. M., and is owner-publisher *Pekin Daily Times*, Pekin, Ill.; J. E. McNaughton is manager and stockholder of WCRA Effingham, Ill., and publisher of *Effingham Daily News*; J. T. McNaughton holds interest in KOBE and *Effingham Daily News*, and W. D. McNaughton also holds interest in *Effingham Daily News*. Each of the McNaughtons will hold 25% interest in WRMN. Filed Nov. 16.**

**KREM Spokane, Wash.—Assignment of license from Cole E. Wylie to Louis Wasmer for $255,000. Mr. Wasmer is owner of KSPO, and former owner of KHQ and KGA, all in Spokane [B•T, Nov. 19, Oct. 22]. Filed Nov. 16.**

**KGSF Oakland, Calif.—Assignment of license from E. N. Warner and S. W. Warner, d/b as Warner Bros., to S. A. Cisler and Howard A. Shuman, d/b as Electronic Service Corp., for $30,000. Transferee is licensee of WXLW Indianapolis, Ind., has interest in WKYW Louisville, Ky., and is applicant for purchase of KSMO San Mateo, Calif. Filed Nov. 16.**

**KWFC Hot Springs, Ark.—Transfer of control Spa Bcstg. Co. from Dr. N. B. Burch, Frank A. Brown and Catherine Burch Brown to Walter E. Hussman (21.5%), Betty Hussman (22%), L. R. Curry (20%), Alden Moore (10%), Mrs. C. E. Palmer, trustee (10%) and six other stockholders d/b as Camden Radio Inc., plus 70 shares to be purchased by Dr. Burch; consideration $60,000. Transferee is licensee of KAMD Camden, Ark. Filed Nov. 20.**

**WMIN-AM-FM St. Paul, Minn. — Transfer of control WMIN Bcstg. Co. from Mort Bentson and Marion L. Newman as executors and administrators CTA of estate of Edward Hoffman deceased, to Mort Bentson and N. L. Bentson as trustees of testamentary trust of Edward Hoffman, deceased. No monetary consideration. Filed Nov. 20.**

**KODI Cody, Wyo.—Transfer of control Asaroka Bcstg. Co., licensee, from William J. and Dorothy R. Garlow to Milward L., Lorna Kool, and Peter Kooi Simpson through sale of 100% interest for $25,000. Milward L. Simpson is Mr. Simpson's wife, and Peter Kooi Simpson is student at U. of Wyoming, Laramie. (KODI is now silent pending FCC approval of sale.) Refiled Nov. 2 (originally filed Nov. 2).**

### November 21 Applications . . .

**ACCEPTED FOR FILING**

**Modification of License**

**WSTR Sturgis, Mich.**—Mod. license to increase power from 500 w to 1 kw D on 1460 kc.

**License for CP**

**WVKO Columbus, Ohio**—License for CP new AM station.

**WKNA-FM Charleston, W. Va.**—License for CP, as mod., new FM station.

**License Renewal**

Following stations request renewal of license: KWTC Barstow, Calif.; WMAP Monroe, Calif.; WUSN Charleston, S. C.; KWTX Waco, Tex.; WPTF-FM Raleigh, N. C.; KOTV (TV) Tulsa, Okla.; WBTV (TV) Charlotte, N. C.; WNBT (TV) New York.

**Application Returned**

**KID Idaho Falls, Idaho**—RETURNED application for license for CP, as mod., new transmitter.

### Deletions . . .

**TOTAL deletions to date since Jan. 1: AM 26, FM 65, TV 1. New deletions:**

**WKAP-FM Allentown, Pa., license Nov. 14. Licensee requested deletion because of lack of listeners' interest in FM.**

**WPIT-FM Pittsburgh, license, Nov. 20. Lack of listener interest.**

**KQV-FM Pittsburgh, license, Nov. 21. No reason given.**

**KGKB-FM Tyler, Tex., CP, Nov. 21. No reason given.**

## WOOK SHIFT

### Acquires WINX Assignment

WOOK Silver Spring, Md., operated by United Broadcasting Co. will change its assignment today (Monday) to 1340 kc with 250 w, the former assignment of WINX Washington. It will move to Washington where it has maintained studios. WINX was acquired recently by United from Billy and Dolly Banks.

The WINX call letters will be transferred to a new station to be operated at Rockville, Md., by United. It will have 1 kw on 1600 kc, daytime. WOOK had been operated by United in Silver Spring with 250 w on 1590 kc.

Richard Eaton is president of United, which also operates WSID Baltimore and WARK Hagerstown. In addition he is general manager of WOOK. Arnold B. Fort, former WOOK production director becomes WOOK station manager with Clifton D. Holland as program director. Harvey Glascock is assistant president of United. Richard C. Scheele becomes general manager of WINX at Rockville with Mrs. Phyllis Johnson as program director.


ONE OF AMERICA'S BIGGEST ADVERTISING BARGAINS!

CBS in

KRNT — Des Moines — Represented by The Katz Agency

## Extra Time Buys

(Continued from page 27)

will be renewed, effective early in January. Firm will continue to sponsor its quarter-hour twice weekly programs on the Don Lee Network and the Yankee Network. In television, Nabisco will sponsor *Kukla, Fran & Ollie* Tuesday and Thursday, 7-7:15 p.m. starting Dec. 1, instead of the former half-hour weekly. McCann-Erickson, New York, is the agency.

Speidel Watch Co., currently sponsoring *What's My Name*, Monday, 8-8:30 p.m. on NBC-TV, has just renewed the program for another 13 weeks. The network agreed to find an additional sponsor for alternate weeks so that the contract will extend to 26 weeks. Speidel is suffering from material shortages but is understood to be reluctant to let the show go, thus the agreement to share sponsorship. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.

Year-end buyers of network shows include such major clients as Reynolds Metals Co., Emerson Drug Co., Shulton Inc. and American Oil Co.

### Reynolds Buys

Reynolds Metals Co., Louisville, signed to sponsor the Golden West Trot and the Golden West Pace over CBS Radio in two separate pickups from Hollywood Park, La., on two Saturdays—last Saturday, and Dec. 1, respectively. Charles Hinkle will describe both events. Reynolds also sponsored the CBS Radio coverage of the Hambletonian Trotting Race last August. Agency is Buchanan & Co., N. Y.

Emerson Drug Co., New York (Bromo Seltzer), through BBDO, same city, will sponsor the first half and Shulton Inc. (Old Spice toiletries), through Wesley Assoc., New York, the second half of *All-American Preview* on NBC-TV on Saturday, Dec. 1, starting about 3:45 p.m. The one-time program will feature Herman Hickman, Yale's football coach. In addition to his own selections of 1951 college football greats, Mr. Hickman will present such noted football personalities as Fritz Crisler, U. of Michigan; Clarence L. (Biggie) Munn, Michigan State U.; Paul Bryant, Kentucky, and Jack Lavelle, Yale.

American Oil Co. will sponsor *Years of Crises* on CBS Radio, Sunday, Dec. 30, 4-5 p.m. The show will present top members of the CBS Radio staff of foreign correspondents who will fly to New York shortly after mid-December to join Edward R. Murrow in the 1951 annual year-end global report to America. Those participating in the discussion, which will be chairmanned by Mr. Murrow, will be the following: Howard K. Smith, CBS Radio European news chief; Richard C. Hottelet, from Germany; David Schoenbrun, from Paris; Alexander Kendrick, from Vienna; Ned Calmer, Rome; Bill Costello, Far East, and Eric Sevareid, CBS Radio chief Washington correspondent.

American Oil Co. also will sponsor a separate television version of *Year of Crises* on Tuesday, Jan. 1 from 3 to 4 p.m. on CBS-TV. Joseph Katz Agency, Baltimore, handles the American Oil account.

B. C. Headache Powder (Tablets), Durham, N. C., through Harvey Massengale Co., Durham, has increased its frequencies on its present spot announcement campaign on most of the stations with its leftover end-of-the-year advertising budget starting end of November through the end of December.

Kaiser-Frazer (cars) through William H. Weintraub Co., N. Y., are extending renewals to its programs and spots to absorb its 1951 budget.

Other broadcast advertisers whose plans were being formulated last week included the following:

Whitehall Pharmacal Co., New York (Anacin), whose current budget is being made up by John Murray Agency, N. Y., is understood to be planning a renewal of its present schedule.

The 1952 budget of R. J. Reynolds Tobacco Co. (Camel cigarettes), through William Esty, New York, is also understood to be similar to its 1951 campaign.

Colgate-Palmolive-Peet Co., Jersey City (Fab, Super Suds, and Vel), handled by William Esty, and currently in the midst of year-end planning, is expected to renew its radio and TV spot schedule.

# THOS. LEE WILL

### Estate Given Merrill

WITH a supposedly second will—mentioned in a surprise probate hearing [B•T, Nov. 19]—failing to materialize, full custodianship of the late Thomas S. Lee's $12.5 million estate is today in the hands of R. Dwight Merrill, 82 year-old Seattle lumberman, who announced he will distribute it in accordance with wishes of his nephew-by-marriage, the late Mr. Lee.

Superior Judge Newcomb Condee in Los Angeles upheld the 26-word will of Mr. Lee, dated Dec. 6, 1934, which gave Mr. Merrill the estate "to divide as he sees fit." The judge rejected an "eleventh hour" attempt to halt distribution.

Mr. Merrill said Mr. Lee asked that nothing go to his aunt, Mrs. Nora Patee, or to himself (Merrill). He proposed to give half of the estate, which will net $6,743,000 after taxes, in equal shares to 10 relatives of his late nephew and the other half in equal shares to his own five grandchildren.

### Merrill's Promise

Immediate distribution of the first $1,500,000 was directed by the court when Mr. Merrill testified he had promised his nephew not to take any part of the estate for himself.

The court order was made over opposition of Hal Craig who claimed a later will was drawn up in his and others' favor. Judge Condee ruled that Mr. Craig had no legal support for his allegation.

Prior to presenting his plan of distribution, Mr. Merrill made settlements of $150,000 each on two adopted daughters of the late Don Lee, founder of the fortune—Mrs. Christine Rieber and Mrs. Elizabeth Fry. He also had settled the will contest filed by Mrs. Patee by promising her 29% of the remainder of the estate. She reportedly obtained $2 million as her share.

Tommy Lee died Jan. 13, 1950, in a fall from the 12th story of a Los Angeles building. He had been in ill-health for some years and guardians for his person and estate had been appointed by the court.

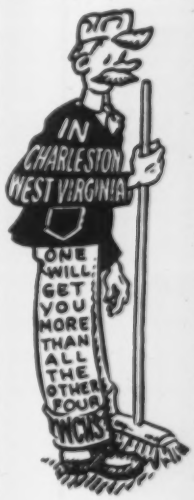
## Met Auditions

THE *Metropolitan Opera Auditions of the Air* will begin its 13th broadcast year when it returns to ABC Radio network Tuesday, Dec. 18, at 8:30 p.m. EST. Applicants from all over the country will be screened as in the past, and two contestants will be chosen to sing on each program of the 18-week series. From six semi-finalists, two will be selected for scholarships for further musical study. Applications for auditions, which were scheduled to begin today (Monday), can be obtained by addressing the program, ABC, 30 Rockefeller Plaza, New York City.


*Mr. John Ward*
*Laughlin, Wilson, Baxter, and Persons*
*Memphis, Tennessee*

*Dear Johnny:*

*Lots uv thin's goes inter th' makin' uv a good market, an' yuh kin find jest 'bout all uv 'em in th' home town uv WCHS! Yessir, Johnny, Charleston, West Virginny has reely got what it takes! They's plenty uv big plants an' biznesses employin' thousands and thousands uv people at big wages. Then, too, they's hunnerds uv thousands more in th' hinterland 'round Charleston—all uv 'em well paid. An' they spends their money, too! In fack, durin' th' first nine munts uv 1951, department store sales was UP 7 percent over th' same period las' year! An' don't forgit, Johnny, WCHS gives yuh more uv these well-off lisseners then all th' other four stations in town put tergether! Jest tho't y'ud like tee keep this in mind!*




*Yes.*
*Algy*

WCHS
Charleston, W. Va.



SURVEYS SHOW*

Green Bay is one of the richer markets of the United States.

The high scale of business activity in Green Bay is indicated by the $76,057,000 in sales chalked up in the local stores. This figure was well over the city's quota. It represents .0542 per cent of the nation's business—more than the .0349 per cent that should be produced locally on the basis of population.

The chief factor in the bigger spending locally was the better earnings of Green Bay families. [illegible] income, after taxes, of $77,951,000. It represented an average income, obtained by straight division, of $5,095 per family.

This was higher than the $4,521 earnings per family nationally and than the $4,910 per family averaged in the East North Central states. In Wisconsin it was $4,452.

[illegible] to that of the rest of the country. Green Bay's index is placed at 123, or 23 per cent above the general average.

THE WAY TO REACH THIS RICHER MARKET IS

the radio service of WJPG The Green Bay Press-Gazette

"More Reasons To Listen More Often"

*"SALES MANAGEMENT"



immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

*experienced sales personnel will sell community programs throughout your coverage area*

HOWARD J. McCOLLISTER Company
MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

## MBS Status

*(Continued from page 29)*

that Lee Enterprises is paying $1,200,000 for WOR Program Service Inc., entertainment and talent bureau and producer of recorded programs; $1,300,000 for the merger; $1,350,000 for indebtedness of General Teleradio to R. H. Macy.

R. H. Macy also gets 732 shares of Lee Enterprises stock, which makes it a 10% stockholder in the company. The stock has a declared value of $120 per share, or $87,840.

Macy interests are not selling WOR land, buildings or equipment. These will be leased to Lee Enterprises for 25 years at $315.000 per year. After 25 years, the rent will drop to $78,750 a year.

Option to purchase land, buildings and equipment carries the following schedule of prices:

If bought before Jan. 1, 1957, $4,600,000; before 1962, $4,000,000; before 1967, $3,300,000; before 1972, $2,500,000. If bought after 1977—end of the 25-year-lease term—the properties may be purchased for $1,400,000.

Included in the sale are net quick assets of WOR properties valued at present at $574,500.

As 10% stockholder, Macy will be represented on the Lee Enterprises' board of directors by Jack I. Straus, president, and Edwin F. Chinlund, vice president and treasurer, of the Macy company. Lee Enterprises board will be increased to 14 to seat the Macy representatives.

**Total Assets Given**

Total assets of Lee Enterprises, as of the end of 1951, were estimated at $9,534,783.17, including $1,679,349.66 in current assets. Current liabilities total $792,389.92, plus an earned surplus of $1,384,-921.87.

Total assets of General Teleradio as of Nov. 10 are listed as $5,192,000, including $1,489,800 in current assets. Current liabilities are given as $719,100, plus an earned surplus of $1,841,440. Balance sheet also indicates that $2,-459,870 was spent to put WOR-TV on the air. WOR-TV's new studios between 67th and 68th Sts. and Columbus Ave., New York, due for completion by the end of the year, are valued at $1,421,700.

Net income of Yankee Network for the fiscal year ending Nov. 30, 1950, is given as $464,667.39 before federal taxes. Yankee was merged into Lee Enterprises on May 7, 1951. The New England network was bought from the Shepard department store family about five years ago for $2,100,000.

Lee Enterprises for the 1950 calendar year had a net income of $1,041,153.26 before federal taxes, the application showed.

General Tire & Rubber Co., which not only manufactures tires and other rubber products but also owns a jet engine plant in California and a woolen mill in Barnesville, Ga., had net sales of $135,434,-618 and a profit after taxes of $8,557,616 for the fiscal year ending Nov. 30, 1950. Application also revealed that General Tire will advance $3 million to Lee Enterprises to consummate the merger if approved by the FCC.

R. H. Macy & Co. took in $350,-841,569, had a net profit after taxes of $5,265,924 for the fiscal year ending June 28, 1951. Income from broadcasting - telecasting amounted to $585,994, according to the 1951 statement of earnings.

As a result of the merger with Lee Enterprises, a capital gain amounting to more than $1.50 per share on Macy stock will result, Jack I. Straus, president of R. H. Macy & Co., told stockholders at a Nov. 13 meeting. Macy stockholders approved the merger at that meeting.

Application also stated that no changes in WOR program policies or personnel would result from the merger. In addition to Mr. Straus, who is chairman of General Teleradio, Theodore C. Streibert is president and general manager; Rufus C. Maddux is vice president in charge of sales; Jack R. Poppele, vice president and chief engineer; Julius F. Seebach Jr., vice president and program director. Mr. Streibert is a former MBS chairman.

Macy stations are 50-kw WOR on 710 kc, WOR-FM and WOR-TV on Channel 9. Lee Enterprises stations include:

Yankee Network Division, comprising 5-kw WNAC on 1260 kc, WNAC-FM and WNAC-TV on Channel 7 in Boston, 5-kw WONS on 1410 kc in Hartford, 5-kw WEAN on 790 kc in Providence, 1-kw WICC on 600 kc in Bridgeport and WGTR (FM) Worcester.

Don Lee Division stations consist of 5-kw KHJ on 930 kc, KHJ-FM and KHJ-TV on Channel 9 in Los Angeles; 5-kw KFRC on 610 kc in San Francisco and 1-kw KGB on 1360 kc in San Diego.

Application indicated that WICC Bridgeport is to be sold (see story this page). Prior to the merger of Don Lee with General Tire-Yankee Network interests, Don Lee had San Francisco TV Channel 2 reserved by the FCC.

When General Tire bought Don Lee Network last year for $12,-300,000 from the estate of the late Thomas S. Lee, KTSL (TV) on Channel 2 was sold to CBS for $3,500,000. Early this year Lee Enterprises, the subsequent Yankee-Don Lee holding company, bought KFI-TV on Channel 9 from Earle C. Anthony for $2,500,000 and changed its call to KHJ-TV.

**Executive Lineup**

President of General Tire & Rubber Co., Akron, is William O'Neil. His son, 36-year-old Thomas F. O'Neil, is vice president of General Tire, president of Lee Enterprises and chairman of MBS. Another son, William F. O'Neil, owns 5-kw WJW on 850 kc in Cleveland. The O'Neil family owns about 20% of General Tire, making it the principal stockholder.

Heading Yankee Network Division of Lee Enterprises is the senior Mr. O'Neil as president, with Linus Travers as executive vice president and operating head. The West Coast Don Lee Network Division is headed by Willet Brown as president.

Application for merger was filed by the Washington law firm of Pierson & Ball. Blyth & Co. acted as broker in the transaction.

## Radio Tastes Sweet

*(Continued from page 32)*

handle commercial copy on their programs on the theory that they can do a more effective job because of their large personal followings. The two make personal appearances around the territory and carry along sample bottles of syrup for free distribution.

A Syrup Soppers' Contest is a special feature on these appearances, with children out of the audience competing for prizes by eating Johnnie Fair Syrup. Red Sovine is always introduced as The Old Syrup Sopper, both on broacasts and appearances. In addition he is introduced this way on the KWKH Saturday night *Louisiana Hayride*.

Among special promotions have been tieups between three KWKH advertisers—Pillsbury Mills, Meadolake Margarine and Johnnie Fair. At the 1951 Louisiana State Fair Pillsbury pancakes were buttered with Meadolake and topped with Johnnie Fair.

A regular feature of the format of the *Louisiana Hayride* is "Beat The Band." Contestants selected from the theatre audience try to identify selections played by a band, within a set time limit. Then, after each contestant has had his try, all compete for the grand prize by seeing who can first identify the mystery tune.

And so it goes with Johnnie Fair, now that the dark days of the mid-'40s have been brightened by intelligent use of the medium that gives the most contacts and best results per dollar spent. After all, 1947-48-49 and part of 1950 were declining years, generally speaking, in the syrup market.

## WICC SALE

### WLIZ Owner Acquires

BECAUSE General Tire will have more than the FCC limit of seven AM stations when the merger of Thomas S. Lee Enterprises and General Teleradio Inc. is consummated (see main story, page 29), WICC Bridgeport is being sold for $200,000 to the Bridgeport Broadcasting Co., owner of WLIZ in that city. Sale is contingent on FCC approval of the Lee Enterprises-General Teleradio merger.

Bridgeport station, 1 kw on 600 kc, is owned by a group of a dozen stockholders, principals of whom are engineer-broadcaster Philip Merryman, as president and general manager, investment broker G. Gresham Griggs and Manning Slater, who is commercial manager.

In order to buy WICC, Bridgeport Broadcasting Co. is increasing its present 965 shares of outstanding stock by another 900 shares. These are being sold to local residents including J. Kenneth Bradley, Fairfield County attorney and Republican leader; Adam J. Young Jr., radio-television station representative; Sargeant F. Eaton, Howlands Dry Goods Co.; Benjamin M. Leipner, attorney and Democratic leader, and Andrew Estok, Dayton & Edwards Co. Mr. Bradley will join Mr. Merryman and Mr. Griggs as a principal stockholder and a voting trustee.

In announcing the purchase, Mr. Merryman said that WICC would continue as a full-time affiliate of Yankee Network and MBS. He also announced that a citizens' advisory council would be established to advise the station on its program and public service policies.

Terms of the transaction call for $75,000 payment when the sale is approved by the FCC, with the remaining $125,000 payable in five years.

When the purchase of WICC is consummated, presently-owned WLIZ (1 kw daytimer on 1300 kc) will be sold.

ONE OF AMERICA'S *BIGGEST* ADVERTISING BARGAINS!

CBS in KRNT – Des Moines – Represented by The Katz Agency

## WHLI BUSINESS

**Best in 4-Year History**

HEAVIEST advertising schedule in WHLI-AM-FM Hempstead, Long Island's four-year history is reported by Elias I. Godofsky, president and general manager.

Noting that "the SRO sign is up again at WHLI," Mr. Godofsky said every quarter hour available for commercial sponsorship has been sold by the station's sales department. Heading the department is Joseph A. Lenn, vice president. Rambeau Co. is the station's representative.

"WHLI has reflected higher billings each month since we first went on the air in 1947," he said. "We attribute our acceptance to a strong local programming service in an area which is experiencing a phenomenal growth in population and business. We're providing our listeners and advertisers with a good local service that they need, want and depend upon."

## KFAB BUYS ZIV SHOWS

**Florida Stations Purchase**

KFAB Omaha made a seven-program purchase last week from the Frederic W. Ziv Co., transcribed-syndicated program firm, when the station bought *Bold Venture, Guy Lombardo Show, Barry Wood Show, Sincerely, Kenny Baker, Showtime From Hollywood, Pleasure Parade* and *Meet the Menjous.*

Other multiple show sales were made by Ziv salesmen last week to three Florida outlets. WLAK Lakeland bought *Easy Aces, Barry Wood Show, Pleasure Parade, Guy Lombardo Show* and *Wayne King Show.* WFLA Tampa signed for *Philo Vance, Boston Blackie,* and *Wayne King Show,* while WSPB Sarasota purchased *Favorite Story, Wayne King Show, Showtime From Hollywood, Barry Wood Show* and *One for the Book.*

## Robert H. Cain

ROBERT H. CAIN, 39, account executive with Laughlin-Wilson-Baxter & Persons, Dallas, since 1945, died Nov. 19 of a heart attack. He was to have become a vice president of the agency Dec. 1.

"THIS Is Your FBI" (ABC, Fri., 8:30-9 p.m. EST) will reach England shortly when the BBC presents a British edition of the American radio show. Program—to be produced by Percy Hoskins, *London Daily Express* crime reporter—will use the same scripts heard in America, based on cases taken from FBI files. Test run of the show on BBC television indicated widespread enthusiasm among the British public and reaped good notices from English critics.


REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY


# RADIO ITALIANO

**FM Believed Destined to Supplant AM**

ALTHOUGH Italy now has two AM networks as against only one FM network, Radio Italiano officials believe that FM will completely replace AM before many years have passed.

This interesting intelligence was furnished by Sam L. Huffman, general manager of WCMW Canton, Ohio, who last spring visited Europe.

"The nerve center of the Italian radio system is in a handsome six-floor stone building in the Prati District of Rome," explained Mr. Huffman. "This mother plant presides over 14 sub-stations strategically located throughout Italy and feeds program through three networks simultaneously."

**Three Networks Function**

Mr. Huffman pointed out that the three networks, Red, Blue and Green, are parts of the one government-controlled radio organization, Radio Italiano.

"The Red network home transmitter feeds six to nine sub-stations at a time. The Blue network feeds to whatever stations are not using the Red network."

Here Mr. Huffman explained that programming is so arranged that one network is feeding light entertainment while the other is offering classical, educational or political subject matter. Biggest program producers outside Rome are the stations at Milan and Turin.

"It's the Green network, however, of which the Italian broadcasters are most proud," Mr. Huffman noted. "This new FM network boasts 10 stations with power ranging from 50 w to 3 kw and frequencies from 88 to 108 mc."

**Future on FM**

According to Mr. Huffman, Francesco Formosa, Radio Italiano's manager of Foreign Relations, believes that FM will completely replace AM broadcasting in Italy before many years.

Radio Italiano is controlled through government ownership of stock, he said.

Annual budget of $8 million is met through collection of listener subscription fees with only a minor income from the sale of time to advertisers, the Ohio broadcaster reported. Less than 10% of Radio Italiano's time is devoted to paid commercials, he added.

Mr. Huffman declared Radio Italiano employes receive comparatively good pay, the average take-home salary, plus bonuses, being about $130 per month. Senior administrators make as much as $600 per month.

Television was described by Mr. Huffman as being only in the experimental stages in Italy. Administrators of Radio Italiano, Mr. Huffman reported, say, "We'll let the other countries do the expensive groundwork and we'll profit by their experience."

*Mr. Huffman (l) is shown the standard $60 Simens AM receiver and its $30 FM converter by Alberto Minnecucci, Radio Italiano official.*

* * *

## McGill to India

RALPH E. McGILL, editor of the *Atlanta Constitution* (WSB-AM-FM-TV), was scheduled to leave for New Delhi, India, last Tuesday. He is participating in a community exchange farm project launched by the New York *Herald-Tribune* in cooperation with Carroll County, Ga. Mr. McGill was given a travel grant under the State Dept.'s exchange-of-persons program.

## Guaranteed Listenership

*(Continued from page 27)*

in this fashion to advertisers.

The three shows selected to inaugurate the plan were picked for appeal to different types of audience. To meet the 5,300,000 weekly guarantee, they must maintain average ratings of at least 4.3. In addition to their own appeal, two of the three initially chosen are slotted following well-rated commercial shows. The three: *The $64 Question,* to be inserted at 10-10:30 p.m. Sunday following Philip Morris' *Eddie Cantor Show; Nightbeat,* 10-10:30 p.m. Friday, following *You Can't Take It With You,* a sustainer; and *Hollywood Love Story,* 11:30-12 noon Saturday, following Tintair's *Somerset Maugham Theatre.*

Mr. Herbert reported that Robert Elder, research specialist and a consultant to NBC, contributed to the planning and execution of the Guaranteed Advertising Attention Plan. Mr. Elder also conferred at length with the all-industry Affiliates Committee just prior to that committee's blast at NBC's basic economic plan [B•T, Nov. 12]. Committee sources reported, however, that they had not consulted with Mr. Elder on any subject on which he had consulted with NBC.

Jacob A. Evans, NBC manager of radio advertising and promotion, who also was credited by Mr. Herbert with a part in development of GAAP, outlined its basic features and advantages in the conference unveiling it to newsmen on Monday.

The Guaranteed Advertising Attention Plan is offered on a 13-week, full-network basis. Spokesmen said plans for similar offers on other shows probably would await the outcome of this initial test.


ORSON WELLES IS BACK!

"The Lives of Harry Lime"

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.

LANG-WORTH DISTRIBUTING CORP. 113 West 57th Street, New York

# FALSTAFF SIGNS

## MBS to Aid Baseball Plans

SIGNING of agreement providing for Mutual to "work with" Falstaff Brewing Corp., St. Louis, in development of Falstaff's 1952 baseball broadcasting plans was announced by brewing company's president, Alvin K. Griesedieck. Though announcement did not say so, it was assumed agreement—under discussion for some time [B•T, Oct. 15]—looks toward Falstaff's sponsoring Mutual's *Game of the Day* if network succeeds in getting rights to next year's games. MBS President Frank White said after conferring with Falstaff officials that details of Falstaff plans will be announced "within the next few weeks."

Mr. Griesedieck said "selection of Mutual was prompted by reasons of their long experience in the field of sports broadcasting and particularly because of the fine record achieved by the Mutual *Game of the Day* broadcasts during the past two years." MBS President White cited Falstaff's long record of baseball sponsorship and voiced "gratification at Falstaff's recognition of Mutual's experience in that field."

Mutual's *Game of the Day* during the past season was sponsored partially by Gillette and partially on co-op basis, while Falstaff sponsored a daily game on Liberty Network Stations.

## Ralph W. Williams

RALPH W. WILLIAMS, 64, chairman of the board for Lewin, Williams, & Saylor, New York advertising agency, died in Lawrence Hospital, Bronxville, N. Y., Wednesday after a brief illness. After serving successively as personnel director and advertising and sales promotion manager for R. H. Macy & Co., Mr. Williams with Henry Saylor formed the advertising agency that bore their names in 1921, to merge with A. W. Lewin & Co. last January. Mr. Williams is survived by his wife, the former Alline Speer, and a daughter.

SALES for the first nine months of 1951 totaled $228,431,000 as compared to $229,205,000, for the same period last year, according to an announcement by Philco Corp. This amounts to $2.18 per share of common stock outstanding on Sept. 30.

**CHATTING with Robert E. Kintner (c), ABC president, are (l to r) Ernest Lee Jahncke Jr., vice president in charge of ABC Radio Network; Roger W. Clipp, general manager of WFIL-AM-TV Philadelphia; K. H. Berkeley, vice president and general manager of WMAL-AM-FM-TV Washington, and William A. Wylie, ABC national director of station relations. Meeting of ABC's District 1 affiliated stations' executives took place in Philadelphia's Ritz-Carlton Hotel.**

# NEWSPRINT

## Industry Now 'Essential'

THE GOVERNMENT last week classified newsprint as an "essential industry" by making newsprint firms eligible for tax write-offs—but there was little prospect for increased production before mid-1953.

The action, taken by the Defense Production Administration, was a followup to a recommendation made last month by Sen. Joseph O'Mahoney (D-Wyo.) as a means of meeting paper shortages [B•T, Oct. 29].

According to DPA, however, actual construction of newsprint plants will be deferred until top-priority defense needs are met. This could mean a delay of up to a year and a half, depending on scarcity of materials.

The announcement has the effect of placing newsprint firms (not newspapers) in the same category as electronic manufacturers. They may apply for tax amortization over a five-year period instead of the customary 20 or 25 years.

When the tax writeoff drive starts rolling, the government hopes to jump U. S. newsprint output by nearly 50%. Program envisions a production expansion of over 490,000 tons per year—or roughly one half more than present capacity.

Growing consumption dictates a drop of 340,000 tons from 1952 demand and about 490,000 tons off for the following year. Some six U. S. newsprint firms have applied for tax certificates, DPA said. Newspapers will have to continue conservation techniques until relief looms in sight about mid-'53.

## Mrs. Bruce Barton

MRS. BRUCE BARTON, 64, wife of the board chairman of Batten, Barton, Durstine & Osborn and former New York Republican congressman, died early Tuesday in her New York home. The former Esther Randall, she married Mr. Barton Oct. 2, 1913. Besides her husband, she is survived by three children, Randall Barton of Phoenix, Ariz., Betsey Barton and Bruce Jr. of New York, a brother, and several grandchildren. Funeral services were held Wednesday with burial in Foxboro, Mass.

DuMONT Television Network will carry the 27th annual charity Shrine East-West football game, Dec. 29, from Kezar Municipal Stadium, San Francisco. Motorola Inc., Chicago, will sponsor contest. DuMont anticipated that 51 cities will carry the first telecast of the event.

# POLITICAL CODE

## Weighed for Conventions

A SUGGESTED code outlining conditions and standards for radio-TV sponsorship of the 1952 political party conventions has been processed by the two national committees and returned to network representatives for their approval, it was learned last week.

The proposed draft was understood to contain only minor clarifications of a technical nature and will be announced soon, perhaps within the next fortnight, assuming the major networks agree on the code in its present form.

The blueprint originally was drawn up by network representatives following a conference with national committee radio-TV and publicity chiefs last summer. In its revised form, it now has the blessing of GOP Committee Chairman Guy Gabrielson and Democratic Chairman Frank McKinney, on the basis of staff recommendations.

The code involves a multiplicity of factors, including type of sponsor, extent of coverage, exclusivity of sponsor rights and coverage techniques. Generally, the standards are understood to conform substantially to recommendations laid down for telecasting of Congressional committee hearings last September.

Kenneth Fry, radio-TV director for the Democratic National Committee, is expected to confer with network representatives early this week on the revised standards. In the event there is no major opposition from the networks, the code will be adopted by both national groups and released to the industry.

Disagreement on any aspects probably would necessitate further discussions among industry members and committee officials.

## Ray Arnold

MASONIC funeral services were conducted Tuesday for Ray Arnold, WTMJ Milwaukee local salesman who had been on leave since Nov. 4 preparatory to retiring permanently on his 65th birthday Feb. 4. Mr. Arnold joined the *Milwaukee Journal* (WTMJ-AM-TV) in 1925, leaving a year later to sell newspaper advertising in Indianapolis. In 1931 he returned to the *Journal*, switching to WTMJ sales two years later. Mr. Arnold was active for many years in Shrine musical groups.


Vic RADIO PROFIT Diehm Says:

WAZL Sends Hearty Greetings To . . . NBC

ON ITS SILVER JUBILEE

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

*Address inquiries to Placement Director*
RCA INSTITUTES, INC.
*A Service of Radio Corporation of America*
350 W. 4th St., New York 14, N. Y.

# In the Public Interest

### WISL 'Sells' Requests

WISL Shamokin, Pa., spurred a lag in the Salvation Army campaign in the community by clearing evening time Nov. 1 and selling requests for a minimum of $1 each. Announcers donated services for the evening to help put the drive across. Some listeners said they would pay $5 for each Salvation Army doughnut delivered, $10 for coffee to go with it. Announcers took listeners up on the request. Of the needed money, 98% or nearly $1,000 was collected by station.

### Aiding College Drive

SEVEN employes of WDRC Hartford are personally aiding the drive for $130,000 conducted by Hillyer College, that city. The money will be used for general operating expenses. Among those aiding the drive are Harvey Olson, program manager; Russ Naughton, chief announcer; Bill Sheehan, announcer; Alice Rothwell, women's commentator; Eleanor Nickerson, chief bookkeeper; Ken Cooper, sales representative, and Larry Curtis, control room operator.

### Broadcast Auction

KIWANIS Club of Weirton, W. Va., raised $2,300 during a five-hour auction over WEIR Weirton. Merchandise donated by local stores was described by a number of the merchants. Kiwanis Youth Program activities will get the money. Program was handled on the air by club officials with Frank E. Shaffer, WEIR general manager, and Harry Birrell, station program director. Listeners kept four telephones busy, station reports.

### Escaped-Convict Alarm

AN ESCAPED convict from a Tennessee State prison shot and killed two prison officials near Somerset, Ky., and drove off in their automobile. In 40 minutes, WSFC Somerset had flashed the story. Thereafter, WSFC listeners were able to follow closely the progress of the hunt. Residents of neighborhoods where the convict was seen, were alerted. Parents in homes without telephones in these alerted areas were advised by WSFC of the danger. Five minutes after the convict surrendered, WSFC aired the news.

### Invalid Fan

IN AN attempt to determine listenership to its football broadcasts, WRBL-FM Columbus, Ga., asked fans during half-time of a game to write telling the station how they enjoyed game. WRBL-FM received letter from invalid grandmother of two boys playing on Jordan High School team. Station then arranged to have woman see game, calling on local Girls Scouts group to arrange transportation. WRBL-FM secured necessary seats, placing woman, Mrs. R. E. Leonard, at a good vantage point where she could see her grandsons play.

### Gets Wrestling Equipment

STUDENTS at the State School for the Blind in Ohio now have suitable wrestling equipment, thanks to Central Ohio's response to a plea for funds from Sportscaster Bill Brown, WTVN Columbus, and Wrestler Ruffy Silverstein. Several months ago Mr. Silverstein was a guest on *Bill's Sports Picture*. During the program, he told of his volunteer work at the school and how it was handicapped because of lack of wrestling mats and shoes. Listeners' contributions began pouring in. A new mat and cover plus 100 pairs of gym shoes were purchased from the donations. There was enough money left over to buy ice cream and cake for the presentation ceremonies.

### For Posterity

WMOK Metropolis, Ill., received a request Nov. 12 to tape record the funeral services for a local woman. Her only daughter was hospitalized and did not know of her mother's death. The station recorded the entire service and the tape will be played for the daughter when her health improves. Since then, WMOK has received requests to record weddings. James H. Firmin, general manager, commented, "Recording weddings might be a pleasantly profitable sideline."

**CONTRACT is okayed by Jack Winer, president, Dynamic Stores, New York City, granting General Electric appliances exclusive broadcasting rights over WJZ New York to the new Lang-Worth radio series, *The Lives of Harry Lime*, starring Orson Welles. L to r: Ray Diaz, WJZ's program chief; Mr. Winer; John Langlois, sales manager, Lang-Worth; Ad Amor, who negotiated contract for Lang-Worth.**

### Citizenship Telecasts

WMAR-TV Baltimore yesterday (Sunday) was to have begun a series of broadcasts on citizenship and the Constitution. Series is to be presented by the American Citizenship Committee of the Maryland Bar Assn. as part of a nationwide movement by the more than 40,000 members of the American Bar Assn. While each program will begin as a telecast, each will be recorded at WMAR-TV for rebroadcast at a later hour over WCAO Baltimore.

KSL-TV Salt Lake City, awarded citation from U. S. Army and Air Force Recruiting Service for promotional support.

## 'Luxury' TV Hit

"LUXURY" TV sets apparently are classed with "passenger limousines" as non-essential at least in the opinion of Sen. Lyndon B. Johnson (D- Tex.). He made the implication in a statement warning that these items will not stop a Russian attack. Sen. Johnson, chairman of the Senate Preparedness Committee, said U. S. manpower and materials are being wasted on non-essential goods and that munitions production is proceeding "at too slow a pace." The Senator, together with his wife Claudia, owns KTBC Austin, Tex.

## WJBW BIRTHDAY
### 25 Yrs. in New Orleans

TWENTY-FIVE years of broadcasting was chalked up last week by WJBW New Orleans. Special shows and interviews are planned for tomorrow (Tuesday).

WJBW, owned by Mrs. Louise C. Carlson, also the general manager, was founded by her former husband in 1926. It is a 250 w outlet on 1230 kc. Mrs. Carlson claims to be the only woman in the U. S. to be licensee, owner and general manager of a station.

An independent for its 25 years, WJBW offers music as its main format for the listener. Festivities will include a testimonial luncheon and a two-hour program on the air called, *I Hear Music*, spanning the station's history.

DIVIDEND of 37½ cents on common stock was declared by directors of Magnavox Co., payable Dec. 15, to stockholders of record at close of business Nov. 24. They also declared a dividend of 25 cents a share of Class A preference stock payable Dec. 1, to stockholders of record Nov. 15.


CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA



AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St., New York 19

# at deadline

## TRANSFERS TO RIVERS FAMILY APPROVED

SALES of three stations to members of Rivers family approved Friday by FCC after it was persuaded that no common ownership was threatened [B•T, Oct. 8, Sept. 17].

Stations involved are WMIE Miami, bought for $1,541 in stock and $218,459 for outstanding notes from Arthur McBride and Daniel Sherby by former Georgia Gov. E. D. Rivers; KWEM West Memphis, Ark., bought for $73,500 from West Memphis Broadcasting Corp. by E. D. Rivers Jr., son of senior Mr. Rivers; control of WACL Waycross, Ga., by purchase of 6% of stock for $400 to give 51% ownership by James Rivers, brother of former Georgia governor.

Commission set the transfer applications for hearing because it feared "undue concentration of control of broadcasting facilities." However, Rivers petitions and affidavits stressing no broadcasting, business, property or other bonds among three members of family convinced FCC its fears were unjustified. Accordingly, it removed applications from hearing status, and granted transfers.

With approval of transfers, Rivers' interests are: Ex-Gov. Rivers now owns WMIE Miami, WLBS Birmingham, WOBS Jacksonville, has minority interest in WGAA-AM-FM Cedertown, Ga. Mr. Rivers plans to apply for TV in Miami in association with Elliott Roosevelt, son of late President, and others [B•T, Aug. 20]. Junior Mr. Rivers now owns KWEM West Memphis, Ark.; WEAS Decatur, Ga.; WJIV-AM-FM Savannah, Ga.; WGOV-AM-FM Valdosta, all in Georgia. He is TV applicant for Atlanta. James Rivers now controls WACL Waycross, and WTHJ East Point, owns WMJM Cordele, all in Georgia.

## JOHNSON DROPS SPORTS JOB WITH WESTERN LEAGUE

SEN. EDWIN C. JOHNSON (D-Col.) announced he plans to give up presidency of Western Baseball League because of work load in Washington. He is serving fifth one-year term as league president, adding that new president will be chosen at Dec. 1 meeting of club officials. Sen. Johnson is chairman of Interstate & Foreign Commerce Committee.

## MAY "LARGE SCREEN" PLAY

UNITED PARAMOUNT THEATRES and Theatre Guild, producers of Broadway's current "Saint Joan" with Uta Hagen in lead, reported Friday to be negotiating on plans to telecast play via closed circuits to some 10-12 large-screen theatres outside New York area.

## ABC INTEGRATES PUBLICITY

EXPANDING and integrating its publicity staff for more complete service to daily newspapers and consumer publications, ABC announced formation of new press department unit Friday. De Ward Jones will specialize in feature and column publicity and Nancy Hamburger will be general magazine contact for both ABC radio and television, with Robert E. Cooper assigned to specific network shows.

## FIELD TEST COLOR

DETAILED technical specifications for field tests of national television system committee's "composite" compatible color TV system being distributed to NTSC members, panels and sub-panels by committee chairman W. R. G. Baker of General Electric Co. Purpose is to acquaint industry with specifications, so all who wish may field-test system. Cities where field-testing definitely planned include New York, Chicago, Washington, Philadelphia, Syracuse.

## NCAA Denial

*(Continued from page 5)*

they explained that initial plan, adopted by majority of major conferences of NCAA—including Southeastern (of which both Kentucky and Tennessee are members)—adopted resolution completely banning TV this season. Nineman committee subsequently was appointed to conduct TV program, which was approved almost unanimously (161-7) at June convention. Final evaluation of this experiment will be made at 1952 convention in Cincinnati.

Saturday blackout in Lexington was issued as part of the association-wide plan, which has affected some 52 TV markets. For ten games in each area, three were to be blacked out, and New York, like Lexington, had no telecast games over the weekend, it was pointed out. Changes in other schedules—objected to in Kentucky protest—were rearrangements of blackout dates, not cancellations, and could have been effected in Lexington, had prior notice been given. Chairman pointed out that Kentucky TV schedule had not been protested when dates were originally established.

Gov. Wetherby, who asserted that he asked help of United States District Attorney General in breaking up "illegal conspiracy" against Kentucky-Tennessee game was answered with simple statement that department has been and will continue to be completely informed of association's activities.

In sending third warning to NCAA, Dept. of Justice understood to have stated it considers college group's monopoly violative of antitrust laws. Professional football league already charged formally with antitrust violations because of telecast restrictions.

Victor Kramer, chief of Litigation Section of department's Anti-Trust Division, conferred Friday with Neville Miller. Washington attorney representing WHAS-TV. Also at conference was Jerome Fink, of the department.

Protest filed at department by Gov. Wetherby termed ban "illegal conspiracy" and demanded immediate action. Sen. C. Clements (D-Ky.) and Rep. Thurston Morton (R-Ky.) also wired complaints to Dept. of Justice.

First efforts to obtain TV rights for Kentucky-Tennessee game were made Nov. 16 by Mr. Sholis in telegrams to NCAA and Southeastern College presidents [B•T, Nov. 19]. Game has been sellout for weeks and there were no other games scheduled in Louisville area Nov. 24, he explained.

# PEOPLE...

**SAMUEL H. NORTHCROSS,** with William Esty since 1949, named vice president and business manager of agency's television department.

**GEORGE JENNINGS,** director of Radio Council of Chicago Board of Education and leader in education radio and TV groups, takes commercial assignment at WGN-TV Chicago. He is handling commentary on western lore his hobby, during Saturday afternoon telecasts of western feature films.

**PAT LOMBARD** named vice president and general manager of Chicago office of General Artists Corp.

**MAXIMILIAN B. BRYER,** DuMont Network to Benton & Bowles, N. Y., on TV production staff.

**DOUGLAS C. GARDNER,** with International Business Machines in sales and sales promotion four years, appointed account executive with New York studios of Jerry Fairbanks Inc.

**J. HUGH DAVIS,** executive vice president of Foote, Cone & Belding, will discuss future of Chicago as television origination center at luncheon meeting of Chicago Television Council Wednesday in Sheraton Hotel.

## KUKLA, FRAN & OLLIE CUT TO 15 MINUTES

REDUCTION of *Kukla, Fran, and Ollie* from half-hour to 15 minutes [CLOSED CIRCUIT, Nov. 12] officially announced by NBC-TV Friday Show, featuring its same lineup of performers will be heard from 7-7:15 p.m. Monday through Friday, starting today (Monday).

Change had been discussed for some time—ever since sponsors had dropped three of program's five weekly showings. Local stations it was said, would have been forced to drop show entirely rather than carry it on a sustaining basis — even temporarily — due to "strong pressure" exerted by local sponsors who had been doing business with stations and wanted popular early-evening time bracket.

## STEWART ELECTED TO DuMONT BOARD

PERCY M. STEWART, partner in Kuhn, Loeb & Co., New York investment banking firm, elected to board of directors of Allen B. DuMont Labs. He is former governor of New York Stock Exchange, and has served on board of governors of Investment Bankers Assn. of America and as chairman of association's industrial and railroad securities committees. DuMont board meanwhile declared regular quarterly dividends of 25 cents per share on outstanding preferred stock, payable Jan. 1 to stockholders of record on Dec. 15.

## CBS-TV PRESENTATION

NEW CBS-TV presentation on summer television to be outlined by Lorin S. Myers, CBS TV market research counsel, at luncheon in New York today (Monday). Titled "It Takes Four Quarters to Make a Dollar," it stresses importance of advertising throughout all four quarters of year.

**Successful advertisers must reach people—**

**a lot of people — a lot of people OFTEN!!!**

**AND AT LOW COST!!!**

WLW does just that! "Television," says the national advertiser, "is affecting AM radio." —Yes, we agree—but, how much?—where? —to what extent?

In the WLW Merchandiseable Area, WLW, with television going full blast, delivers advertising impressions at a *lower* cost per thousand than any other radio station—combination of radio stations—newspapers —national magazines—any TV station or combination of TV stations... your lowest cost per advertising impression in "1/10th of America"—virtually the same cost per thousand in 1946 (before television).

The whole study is completely and graphically explained in WLW's latest analysis of "1/10th of America" (WLW's Merchandiseable Area), entitled "What Price People?"

Our national offices are currently presenting this outstanding fact-packed film. If you have not had a showing, call or write one of our offices, and a date will be arranged.

**WLW** THE NATION'S STATION